



WACO, TEXAS

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**COURSE SYLLABUS  
AND  
INSTRUCTOR PLAN**

**BUSINESS PRINCIPLES  
BUSI 1301.07**

**BECKY PARKER**

## BUSINESS PRINCIPLES

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### **Course Description:**

Introduces the student to various interrelated disciplines in the business world. Broad-based topics including, management, marketing, economics, finance, accounting, and international business will be highlighted through travel to New York City.

Semester Hours 3 (lecture, online, travel)

### **Prerequisites and/or Corequisites:**

There are no prerequisites for this course. It is required for all business majors.

### **Course Notes and Instructor Recommendations:**

The internet will be used in the classroom and for research

During travel, May 8-13, there will be required activities. Following the trip, a guided reflection paper will be required.

Student should feel confident walking 5-8 miles per day.

### **Instructor Information:**

Instructor Name: Becky Parker

MCC E-mail: bparker@mclennan.edu

Office Phone Number: 254-299-8651

Office Location: MAC 215

Office/Teacher Conference Hours: MW 9:00– 11:00, TTH 8:30-9:30. Online office hours:

Sunday and Monday 9:00– 10:00pm.

### **Required Text & Materials:**

Title: BUSN

Author: Kelly/McGowen

Edition: 11 (an older edition is acceptable)

Publisher: Cengage Learning

ISBN: 9781305497320

[MCC Bookstore Website](#)

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**\* [Click Here for the Minimum System Requirements to Utilize MCC's D2L|Brightspace](http://www.mclennan.edu/center-for-teaching-and-learning/teaching-commons/requirements)**  
([www.mclennan.edu/center-for-teaching-and-learning/teaching-commons/requirements](http://www.mclennan.edu/center-for-teaching-and-learning/teaching-commons/requirements))

Click on the link above for information on the minimum system requirements needed to reliably access your courses in MCC's D2L|Brightspace learning management system.

### **Student Support/Resources:**

MCC provides a variety of services to support student success in the classroom and in your academic pursuits to include counseling, tutors, technology help desk, advising, financial aid, etc. A listing of these and the many other services available to our students is available at <http://www.mclennan.edu/campus-resource-guide/>

College personnel recognize that food, housing, and transportation are essential for student success. If you are having trouble securing these resources, we encourage you to contact a success coach by calling (254) 299-8226. Students can visit the Completion Center Monday-Friday from 8:00 a.m.-5:00 p.m. to meet with a success coach and receive additional resources and support to help reach academic and personal goals. Paulanne's Pantry (MCC's food pantry) is open 12:00 p.m.-1:00 p.m., Monday-Friday, without an appointment. The Completion Center and pantry are located on the Second Floor of the Student Services Center (SSC).

### **Minimum Technical Skills:**

Students should have basic computer skills, knowledge of word processing software, and a basic understanding of how to use search engines and common web browsers.

### **Backup Plan for Technology:**

In the event MCC's technology systems are down, you will be contacted/notified through your MCC student email address. Please note that all assignments and activities will be due on the date specified in the Instructor Plan, unless otherwise noted by the instructor.

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([www.mclennan.edu/center-for-teaching-and-learning/teaching-commons/requirements](http://www.mclennan.edu/center-for-teaching-and-learning/teaching-commons/requirements))

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### **Methods of Teaching and Learning:**

Lecture, research projects and exercises, quizzes, tour participation.

### **Course Objectives and/or Competencies:**

The goals of this course are that you:

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- learn the objective content of the chapters you read;
  - apply the content to specific situations to travel experiences and observations;
  - enhance your research skills, particularly as they pertain to business data;
  - apply material learned to analyze businesses and create a stock portfolio, become familiar with basic function of the stock market,
  - become familiar with the business, culture, transportation and entertainment environment in New York City
  - improve your communication skills;
  - consider what business careers are of interest to you and begin preparing for your career.

### **Course Outline or Schedule:**

Tentative Schedule: (Any schedule changes will be announced in class)

Meeting 1/January 27	Introduction/Chapter 1, 2, 4
Meeting 2/February 17	Chapter 6, 8, 10
Meeting 3/March 23	Meet at Hilton for dinner. Chapter 5, 7
Meeting 4/April 13	Chapter 11, 14, Personal Finance
Meeting 5/April 27	Presentations, Final planning, Paperwork due
Travel/May 8-13	NYC

### **Course Grading Information:**

Grades will be based on the following percentages:

Chapter Quizzes (4)	20%
Assignments & Class Activities	25
Presentation	10
Travel/tour participation	25
Trip Reflection	20
Total	<u>100%</u>

Letter grades will be assigned as follows:

A = 90% +
B = 80% - 89%
C = 70% - 79%
D = 60% - 69%
F = less than 60%

Cheating is unethical and will not be tolerated in my class. If the instructor has evidence that a student is guilty of cheating, they will receive an "F" for the assignment/test. Cheating includes

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using another's work as your own or allowing your work to be used as another's and using materials not accessible to all students, such as the solution manual for the text.

### **Late Work, Attendance, and Make Up Work Policies:**

Quizzes and assignment must be complete before May 8. Travel is May 8-13. Reflection paper should be submitted by May 17. Students are expected to fully and actively participate in all mandatory trip excursions. Students are expected to be on time for all trip activities.

### **Student Behavioral Expectations or Conduct Policy:**

The classroom is a training ground for your work environment. Consider class time a meeting with a boss or client. In a business meeting you should be on time, not be interrupted by a cell phone, dress appropriately and actively participate. You should also show respect for fellow students and the instructor. Teasing or verbal abuse of other students will not be tolerated.

In accordance with the "General Conduct Policy," MCC intends to provide an atmosphere conducive to learning. Adherence to the behavioral standards of mutual respect and academic honesty is expected of all students. Refer to the "General Conduct Policy" printed in the Highlander Guide for a more inclusive discussion of acceptable classroom conduct.

Student agrees to adhere to MCC travel policy. In order to ensure the best travel experience for all, students are expected to travel with a positive attitude and open mind.

\* [Click Here for the MCC Academic Integrity Statement](#)

([www.mclennan.edu/academic-integrity](http://www.mclennan.edu/academic-integrity))

The link above will provide you with information about academic integrity, dishonesty, and cheating.

\* [Click Here for the MCC Attendance/Absences Policy](#)

([www.mclennan.edu/highlander-guide/policies](http://www.mclennan.edu/highlander-guide/policies))

Click on the link above for the college policies on attendance and absences. Your instructor may have guidelines specific to this course.

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### **Accommodations/ADA Statement**

Any student who is a qualified individual with a disability may request reasonable accommodations to assist with providing equal access to educational opportunities. Students should contact the Accommodations Coordinator as soon as possible to provide documentation and make necessary arrangements. Once that process is completed, appropriate verification will be provided to the student and instructor. Please note that instructors are not required to provide classroom accommodations to students until appropriate verification has been provided by the Accommodations Coordinator. Instructors should not provide accommodations unless approved by the Accommodations Coordinator. For additional information, please visit [mclennan.edu/disability](http://mclennan.edu/disability).

Students with questions or who require assistance with disabilities involving physical, classroom, or testing accommodations should contact:

[disabilities@mclennan.edu](mailto:disabilities@mclennan.edu)

254-299-8122

Room 319, Student Services Center

### **\* [Click Here for more information about Title IX](#)**

([www.mclennan.edu/titleix](http://www.mclennan.edu/titleix))

We care about your safety, and value an environment where students and instructors can successfully teach and learn together. If you or someone you know experiences unwelcomed behavior, we are here to help. Individuals who would like to report an incident of sexual misconduct are encouraged to immediately contact the Title IX Coordinator at [titleix@mclennan.edu](mailto:titleix@mclennan.edu) or by calling Dr. Drew Canham (Vice President for Student Success) at 299-8645. Individuals also may contact the MCC Police Department at 299-8911 or the MCC Student Counseling Center at MCC by calling 299-8210. The MCC Student Counseling Center is a confidential resource for students.

McLennan's Title IX webpage (<http://www.mclennan.edu/titleix/>) contains more information about definitions, reporting, confidentiality, resources, and what to do if you or someone you know is a victim of sexual misconduct, gender-based violence or the crimes of rape, acquaintance rape, sexual assault, sexual harassment, stalking, dating violence or domestic violence.

*\* You will need to access each link separately through your Web browser (for example: Internet Explorer, Mozilla, Chrome, or Safari) to print each link's information.*