



WACO, TEXAS

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**COURSE SYLLABUS  
AND  
INSTRUCTOR PLAN**

**BUSINESS PRINCIPLES**

**BUSI 1301.87**

**Becky Parker**

**NOTE: This is a 16-week course.**

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### **Course Description:**

Introduces the student to various interrelated disciplines in the business world. Broad-based topics include business organization, management, marketing, economics, finance, accounting, and international business.

Semester Hours 3 (3 lec)

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

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

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

You must have computer skills and access to a computer to be successful in an online format.

### **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.

If one of these times does not work with you schedule, let me know and I will arrange another time to meet with you.

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

Title: BUSN 11

Author: Kelly

Edition: 11<sup>TH</sup> (an older edition is acceptable)

Publisher: Cengage Learning

ISBN: 9781337116695

[MCC Bookstore Website](#)

### **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,

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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.

\* [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)

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.

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

Case studies, PowerPoints, discussions, group work, and projects plus exams and quizzes are used to aid practical application of principles of business. In addition, a variety of techniques and educational media will be utilized to expose the student to relevant business subject matter in an interesting, interactive format. This methodology may include on line lecture notes or PowerPoint presentations, video clips, computer lab, library assignments, group studies, written assignments, and/or individual presentations in an online format.

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

After completion of this course the student should be able to:

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1. Explain and demonstrate the economic and social importance of business in our economic system.
2. Identify the factors of production and the gain sought by each and how each are inputs to the productive system.
3. Outline and contrast the major features of capitalism, communism, and socialism
4. List and describe each of the functions in the management process
5. Explain and demonstrate the decision-making process
7. Describe the steps in the collective bargaining process
8. Apply the six basic steps in a typical production planning and control system.
9. Evaluate the four parts of the marketing mix and explain the marketing concept.
10. Compile a marketing research project.
11. Analyze the life cycle of a product.
12. Explain and apply break-even analysis.
13. Complete the principal accounting equations
14. Explain the functions of money.
15. Outline the functions of the Federal Reserve System and its impact on the national economy.
16. Analyze and evaluate the activities of the public securities market
17. Evaluate and choose between ethical courses of action in business situations

#### **Course Grading Information:**

3 Unit Tests and Final Exam 40% (each test 10%)

Final Project 10%

Application Exercises 20%\*

Chapter Review Questions 15%\*

Chapter Quizzes 15%

A = 90 and up

B = 80 to 89.9

C = 70 to 79.9

D = 60 to 69.9

F = below 60

All quizzes, exams, and the final are taken online and are timed.

**All work must be completed by deadline in order to receive credit.**

**If blank work is submitted, it will receive a 0. Therefore you should check your submissions carefully.**

**\*Chapter Review Questions and Chapter Application Exercises must be complete for student to receive credit for Unit Test.**

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## **Course Outline or Schedule:**

The following is a tentative schedule. You will be notified about changes with posts to the Brightspace Announcement. Students failing to complete 25% of the work or getting more than 1 unit behind can be dropped. All chapter work in the Unit must be complete before unit exams are taken.

### **PART 1 (Chapters 1, 2,3,4,5 and Test 1) Work must be complete by 2/9**

- Read Chapter 1, Complete Application Exercise, Review Questions and Quiz
- Read Chapter 2, Complete Application Exercise, Review Questions and Quiz
- Read Chapter 3, Complete Application Exercise, Review Questions and Quiz
- Read Chapter 4, Complete Application Exercise, Review Questions and Quiz
- Read Chapter 5, Complete Application Exercise, Review Questions and Quiz
- **Part 1 Test over Chapters 1 -- 5**

### **PART 2 (Chapters 6, 7, 8, 9, 10 and Test 2) Work must be complete by 3/15**

- Read Chapter 6, Complete Application Exercise, Review Questions and Quiz
- Read Chapter 7, Complete Application Exercise, Review Questions and Quiz
- Read Chapter 8, Complete Application Exercise, Review Questions and Quiz
- Read Chapter 9, Complete Application Exercise, Review Questions and Quiz
- Read Chapter 10, Complete Application Exercise, Review Questions and Quiz
- **Part 2 Test over Chapters, 6 --10**

### **PART 3 (Chapters 11, 12, 13, 14 and 15 and Test 3) Work must be complete by 4/12**

- Read Chapter 11, Complete Application Exercise, Review Questions and Quiz
- Read Chapter 12, Complete Application Exercise, Review Questions and Quiz
- Read Chapter 14, Complete Application Exercise, Review Questions and Quiz
- Read Chapter 15, Complete Application Exercise, Review Questions and Quiz
- **Part 3 Test over Chapters 11-15**

### **PART 4 (Chapter 16, Personal Finance Appendix, Project and Final exam) Work must be complete NOTE that there are multiple deadlines in this unit.**

- Read Chapter 17 Complete Application Exercise, Review Questions and Quiz. / **due 5/4**
- Read Personal Finance Appendix, Complete Application Exercise, Review Questions and Quiz. / **due 5/4**
- Report on Entrepreneur/business from NPRs *How I Built This* Podcast. / **due 5/5**
- **Final Exam due 5/6**

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

Work is to be turned in according to the due date on the course schedule. The student may turn in items or attempt tests, quizzes and final earlier but may not turn in items or attempt tests, quizzes, final after the due dates. Quizzes and tests will not be available after the due dates. Exceptions are at the discretion of the instructor and will be subject to a grade penalty. All course work must be complete by December 12.

There are 60 graded items in this course. If a student fails to complete 25% of the assignments by the due date for those assignments, they can be dropped from the course. In other words, if a student has not completed the 15 tasks in the Orientation Unit and Unit 1 by the due date, they will have missed 25% of the course and can be dropped.

You are responsible for submitting the correct/completed documents for assignments. Double check your submissions. If blank documents are submitted for assignments, a grade of 0 will be given and there will not be an opportunity to revise the submission.

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

I consider the online classroom a training ground for your work environment. Consider class time a meeting with a boss or client. In a business meeting you would be courteous and considerate and actively participate. Civility will be expected by all. Please read the Wikipedia policy on civility at <http://en.wikipedia.org/wiki/Wikipedia:Civility>

While Wikipedia is not an online course, many of these principles apply. Especially note the following sections: the nutshell and introductory paragraphs defining civility, Problems, Examples, and Why is it Bad. Please police yourselves so that our class discussions are positive and enriching, not offensive or belittling.

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.

Cheating is unethical and will not be tolerated in my class. If I believe you are guilty of cheating you will receive an "F" for the assignment and may receive an F for the course. Cheating includes using another's work as your own or allowing your work to be used as another's. I also believe cheating involves using materials not accessible to all students, such as the solution manual for the text.

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\* **[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.

### **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.

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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.*