



WACO, TEXAS

**COURSE SYLLABUS
AND
INSTRUCTOR PLAN**

**BUSINESS PRINCIPLES
BUSI 1301.F6**

Becky Parker

NOTE: This is an 8 week Class

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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 a hybrid 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, 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: 11TH (an older edition is acceptable)

Publisher: Cengage Learning

ISBN: 9781337116695

[MCC Bookstore Website](#)

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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.

* [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 Zoom meetings, PowerPoint presentations with video, video clips, computer lab, library assignments, group studies, written assignments, and/or individual presentations in an online format.

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Course Objectives and/or Competencies:

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

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:

Grades will be based on the following percentages:

Exams (3)	30%
Comprehensive Final	10
Projects (4)	30
Daily grades/assignments	<u>30</u>
Total	100%

Letter grades will be assigned as follows:

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

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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.

Course Outline or Schedule:

The following is a tentative schedule. You will be notified about changes with posts to the Brightspace Announcement.

March	24(T)	Zoom Meeting 1-2 pm Chapter 1, Business Now
	26(Th)	Chapter 2, Economics
	31(T)	Zoom Meeting 1-2 pm Chapter 3, The World Marketplace Chapter 4, Business Ethics and Social Responsibility
	2(Th)	Chapter 5, Business Communication Project 1 due
	5(Su)	Test 1 (Chapters 1-5) due online
	7(T)	Zoom Meeting 1-2 pm Chapter 6, Business Formation Chapter 7, Small Business
	9(Th)	Chapter 8, Accounting Chapter 9, Finance
April	14(T)	Zoom Meeting 1-2 pm Chapter 10, Financial Markets
	16(Th)	Chapter 11/12, Marketing
	19(Su)	Test 2 (chapters 6-10) due online
	21(T)	Zoom Meeting 1-2 pm Chapter 14, Management Project 2 due
	23(Th)	Chapter 15, Human Resource Management Chapter 16, Operations Management
	28(T)	Project 3 presentations via Zoom 1-2 pm
	30(Th)	Personal Finance
May	3(Su)	Test 3 due online
	5(T)	Project 4 Due Final exam online

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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 assignments or attempt tests or the final earlier but may not turn in assignments or attempt tests or the final after the due dates. 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 May 5

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.

Attendance will be taken at our zoom sessions. Attendance for the other class days will be based on the submission of lecture notes taken from the Powerpoint lectures.

Student Behavioral Expectations or Conduct Policy:

I consider the 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)

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)

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.

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

disabilities@mclennan.edu

254-299-8122

Room 319, Student Services Center

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

(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 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.*