

McLennan C O M M U N I T Y C O L L E G E

WACO, TEXAS

COURSE SYLLABUS

AND

INSTRUCTOR PLAN

BUSINESS PRINCIPLES

BUSI 1301.04 (11:10am)

PROFESSOR STEVE GREATHOUSE

NOTE: This is a 16-week course.

COVID 19 Notice:

McLennan Community College is committed to providing you with every resource you need to reach your academic goals. We are also concerned for your safety. We are working through COVID-19 guidelines to make sure we offer a safe environment for you and our faculty. This will include smaller class sizes to manage social distancing and proper cleaning techniques. You will have the advantage of a physical classroom experience but may also need to work part of the time online as we adjust to limited classroom capacity. This will also allow us the flexibility to move online if so directed by federal, state and/or local COVID 19 guidelines. Faculty and staff are preparing now to ensure that you have the best experience in the midst of these uncertain times.

BUSINESS PRINCIPLES

1301.04

Course Description:

Provides a survey of economic systems, forms of business ownership, and considerations for running a business. Students will learn various aspects of business, management, and leadership functions; organizational considerations; and decision-making processes. Financial topics are introduced, including accounting, money and banking, and securities markets. Also included are discussions of business challenges in the legal and regulatory environment, business ethics, social responsibility, and international business. Emphasized is the dynamic role of business in everyday life.

Prerequisites and/or Corequisites:

None

Course Notes and Instructor Recommendations:

For business majors, this is a required course, so you don't have much choice! However, this is a very practical course which will help you in your future career, as well as at your current job. This course will give you basic information of several different areas in the world of business and may help you decide on a major or an area in which you would like to work.

Instructor Information:

Instructor Name: Steve Greathouse

MCC E-mail: sgreathouse@mclennan.edu

Office Phone Number: (254) 299-8696

Office Location: Business & Technology Building, Room 211

Office/Teacher Conference Hours via Zoom: MW 11:00am-2:00pm (or by appointment)

Required Text & Materials:

Title: BUSN 11

Author: Kelly & Williams

Edition: 11th

Publisher: Cengage Learning

ISBN: 978-1-337-40713-7

*Note: It is HIGHLY recommend that students purchase either a new hardcopy book that contains a digital code to the Mindtap digital resources that accompany the textbook, OR simply rent a digital only copy of the book (cheaper) which also contains all of the digital resources – go to the course homepage then click on “Digital Textbook” to purchase it – it’s free for the first week of the course. (The MCC bookstore digital book doesn’t contain all of the features and functions that the course homepage edition does).

MCC Bookstore Website: <http://www.mclennan.edu/bookstore/>

Methods of Teaching and Learning:

This course is based on reading, lecture, discussion, and group work.

1. It is imperative that you read and study a textbook chapter before we cover it in class, for several reasons: a) there is a chapter quiz due for each chapter BEFORE we cover it in class; b) I will only hit the highlights of each chapter in my lectures - there isn't time to cover all of it in class - college lectures and class exercises are merely designed to emphasize chapter content and provide a practical context for the chapter material, thus you need to read/study to get ALL of the content from each chapter; c) reading and studying the material on your own will allow you to identify what you don't understand so that you can ask questions in class for clarification, plus it helps cement to the knowledge in your mind.
2. During class I will lecture, leading students through SOME of the material from the textbook chapter that is being covered for a particular class day. I will also provide real-world examples, and answer questions from the class. Some of the material will require me to do more lecturing and leading than others. I expect everyone to participate in class. Participation gives you ownership in the class, plus it will help you learn and remember the information.
3. I will ask general questions of the whole class, and I will call on specific people in class. The key to success in the course is to read/study before class and to attend ALL classes.
4. From time to time, I will put you into groups to discuss some aspect of the chapter and/or to participate in a related learning exercise.

Course Objectives and/or Competencies:

1. Learn the objective content of the chapters you read and be able to apply this content to specific situations in class discussions, assignments, and on quizzes and exams.
2. Take part in class discussions, assignments, and group work.
3. Practice and improve your skills in critical thinking, public speaking, and professional writing.
4. Learn behaviors and best practices that will help you succeed in the professional business world.

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Course Schedule:

This schedule is subject to change. You will be notified of changes in class and/or via announcements in Brightspace. If you miss class, it's YOUR responsibility to get any changes.

*** A chapter quiz is due no later than, the night before each new chapter lecture.**

Tue. 1/12	Intro and ice-breakers
Thur. 1/14	Syllabus review
Tue. 1/19	Chapter 1 lecture/activities
Thur. 1/21	Chapter 1 lecture/activities
Tue. 1/26	Chapter 2 lecture/activities
Thur. 1/28	Chapter 2 lecture/activities
Tue. 2/2	Chapter 3 lecture/activities
Thur. 2/4	Chapter 3 lecture/activities
Tue. 2/9	Chapter 4 lecture/activities
Thur. 2/11	Chapter 4 lecture/activities
Take Exam 1 in Brightspace no later than February 14th at 11:59pm	
Tue. 2/16	Chapter 5 lecture/activities
Thur. 2/18	Chapter 6 lecture/activities
Tue. 2/23	Chapter 6 lecture/activities
Thur. 2/25	Chapter 7 lecture/activities
Tue. 3/2	Chapter 7 lecture/activities
Thur. 3/4	Chapter 11 lecture/activities
Take Exam 2 in Brightspace no later than March 7th at 11:59pm	
3/9 & 3/11	<i>Spring Break (no class)</i>
Tue. 3/16	Chapter 8 lecture/activities
Thur. 3/18	Chapter 8 lecture/activities
Tue. 3/23	Chapter 9 lecture/activities
Thur. 3/25	Chapter 9 lecture/activities; Personal Success Plan due 3/28
Tue. 3/30	Chapter 10 lecture/activities
Thur. 4/1	Chapter 10 lecture/activities
Tue. 4/6	Personal Finance Appendix lecture
Thur. 4/8	Personal Finance Appendix lecture
Take Exam 3 in Brightspace no later than April 11th at 11:59pm	
Tue. 4/13	Chapter 14 lecture/activities
Thur. 4/15	Chapter 14 lecture/activities
Tue. 4/20	Chapter 15 lecture/activities
Thur. 4/22	Chapter 15 lecture/activities
Tue. 4/27	Chapter 17 lecture/activities
Thur. 4/29	Chapter 17 lecture/activities: Optional Research Paper due
Take Exam 4 in Brightspace no later than May 2nd at 11:59pm	
Comprehensive Final (closed-book) in the classroom on Tuesday, May 4th	

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Course Grading Information:

Chapter Quizzes (25 free points + 15 quizzes worth 5 points each)	100 points
Exams (4 exams worth 100 points each)	400 points
Personal Success Plan	100 points
Professionalism	100 points
Comprehensive Final Exam	100 points
OPTIONAL Research Paper (up to 20 extra credit points)	
Total	800 points

90-100%	A	720 points or more
80-89.9%	B	640-719
70-79.9%	C	560-639
60-69.9%	D	480-559
0-59.9%	F	479 points or less

Note: Students can see their grades in Brightspace at any time during the semester. Armed with the information on this page, students have no reason to contact the instructor to ask questions like, “What’s my current grade in the class?”, (just average your current grades), or “What do I need to get on the Final to get a...?”, (do the arithmetic to figure it out). **Do NOT email the instructor after the final exam asking if there’s any way you could be bumped up to the next letter grade - my response will always be, “I don’t give you your grade... you give you your grade!”

Chapter Quizzes: 15 quizzes worth 5 points each (+ 25 free points) = 100 points

Students are required to take 15 short chapter quizzes. Each quiz has 5 questions worth 1 point per question for a total of 5 possible points per quiz. For your quiz grade in the course you will start out with 25 free points + (15 quizzes x 5 possible points each) = 100 total possible points. You will take these quizzes in Brightspace, you can use your book, you can take up to 3 hours for each quiz, and you may attempt each quiz up to three times before the quiz deadline. Keep in mind however, that each time you attempt a quiz for the same chapter, you will get a different set of questions.

You may take the quizzes as early as you like prior to each of their due dates but you may NOT take them late so do NOT ask! * There is a quiz due no later than the night before we start a new chapter in class. Thus, if we are going to start chapter 1 on Tuesday, 1/18, that means the chapter 1 quiz is due no later than, Monday, 1/17 at 11:59pm.

Regular Exams: 4 Exams worth 100 points each

This class will require each student to take four regular exams. The exams will be taken in Brightspace on your own, will be comprised mostly of multiple choice questions, and will cover all information contained in the textbook chapters since the previous exam, as well as related lectures, assignments, and in-class activities. Exams will be open for several days before the *no-later-than* date shown in the course schedule. Since each exam is available for several days, students may NOT take the exam after its scheduled date/time for full-credit... even for a university excused absence.

Only under the most extreme circumstances will students be permitted to take an exam for full-credit after its scheduled date/time (i.e., the student was in the hospital for the five days preceding the exam due date, or had a death in the immediate family), and only with verifiable documentation that made the student's absence excused, as defined in B-II of the MCC Policy Manual. No exam scores will be dropped.

Personal Success Plan – 100 points

You will be required to complete a personal success plan assignment that will first ask you to define what career, financial, and personal success looks like for you. Then, you will use the included assignment template to identify the steps and timelines necessary to reach those success goals. The assignment will also include a personal budget. Detailed assignment instructions and assignment template are available on Brightspace. Content, as well as proper grammar and writing, will be assessed in this assignment.

Optional Research Paper – up to 20 extra credit points

As we near the end of the semester, you have the option of completing a 3-4 page research paper on the topic of your choice from the list of topics found in the Optional Research Paper assignment instructions in Brightspace. Completing this assignment may earn you up to 20 extra credit points added to one of your exam scores (“up to” means that it will receive a score between 0 and 20). If you would like to complete this assignment, you have until April 28th to turn it in in Brightspace.

Comprehensive Final Exam – 100 points

A comprehensive exam will be administered during finals week, but unlike the other exams, this one is closed-book (no notes or textbook allowed) and will be taken in the classroom on Wednesday, May 5th during our regular class time. However, the Final Exam Study Guide available within the Final Exam link in Brightspace, provides the topic of every single question that will be on this exam. Thus you are encouraged to build a study-guide for yourself as we go through the semester and you must memorize the material from it in order to ace the exam.

Professionalism – 100 points

Just as you will be expected to show up to work every day in the professional world and act in a professional manner, students will be expected to attend all classes and act in a professional manner in my class. Students will start off with 10 points just for being in the class, and will then earn 3 points for each class they attend. However, missing a class or acting in an unprofessional manner during a class will result in the loss of those 3 points for the day. Further, professionalism violations may result in being dropped from the course at the discretion of the instructor.

In this class, “unprofessional” means:

- Being late or leaving early
- Routinely excusing yourself to use the restroom or to use your phone
- Sleeping or nodding-off
- Your phone being seen by the instructor or used in any way
- Using your digital watch in any way
- Engaging in side conversations while someone is addressing the class
- Slouching down in your chair
- Propping your feet up on the chairs or tables
- Being rude or disrespectful to the instructor or another student.
- Putting away your things before being released by the instructor

Late Work, Attendance, and Make Up Work Policies:

If you fail to take an exam by the due date, or fail to turn in an assignment by the due date, the instructor will allow you to take the exam or turn in the paper for half credit as long as you make arrangements with the instructor to reopen the missed exam or assignment and turn it in within three days of the original due date – YOU must come to me to arrange this, I will NOT come to you (the final exam and the chapter quizzes CANNOT be taken late – if you miss them you will receive a zero).

The only exceptions are if you are hospitalized for five entire days preceding the due date or have a death in the immediate family (requires written/verifiable documentation). Therefore, sad stories about being sick, oversleeping, forgetting, stressed-out, work-conflicts, computer died, dog died, argument with roommate, heavy traffic, favorite Netflix show was cancelled, your candidate lost the election, etc., are NOT extreme circumstances... that’s just life.

If you know you’re going to miss class when something is due or you know you’re going to be busy around the time of a due date, simply turn the work in early – this is the exact same way things work in the professional business world, except when you miss an important deadline in the professional world you will likely get fired. Therefore, start getting in the habit of meeting deadlines regardless of what is going on in your life ... **no excuses**.

Attendance

As a professional at your company/organization after graduation, you will be expected to attend all workdays and fully participate in your work to the best of your ability. Therefore, you will be expected to come to all face-to-face classes as assigned, or log-on via Zoom as assigned, and fully participate - failure to do so will result in losing your three professionalism points for the related class day. You will be able to track your attendance and tardy's in Brightspace throughout the semester.

Additionally, MCC has a 25% drop policy. That is, if you miss 25% of the classes in a course before the student-initiated drop deadline (March 26th), you will be dropped from the course. That is, for this 16-week class, the instructor will drop a student on their 8th absence. It is the student's responsibility to track their attendance in Brightspace - the instructor will NOT provide warnings before dropping a student for absences.

Tardiness

Being on-time is expected in the professional world and is simply part of being a responsible adult. Coming to class late is disrespectful and disruptive, and will result in losing your professionalism points for the day. You are considered late if you come in or logon after the exact class start time, i.e., arriving/logging-on at 9:36am for a 9:35am class is late.

If you are up to 10 minutes late or leave/log-off up to 10 minutes early, you will be counted tardy and merely lose your 3 professionalism points for the day. However, if you miss more than 10 total minutes of class you will be marked absent, unless you made prior arrangements with the instructor. The instructor reserves the right to take points off your exams or drop you from the course for repeated tardiness.

Drops and W's vs F's

Students that drop the course before March 26th will receive a "W" (as long as you're eligible to drop... you only get a total of six). Students will NOT be permitted to drop the course after March 26th. That is, if a student is still enrolled in the course after March 26th, they will get the grade they earn in the course. Students who reach the 25% absences mark AFTER March 26th will receive a zero for all remaining assignments and exams whether they complete the work or not.

Should you decide you no longer wish to remain in this course, it is your responsibility to drop! If additional clarification is required, students can consult the attendance policy as outlined in B-II of the MCC Policy Manual.

Student Behavioral Expectations or Conduct Policy:

Communication with the Instructor

Just like in the business world with your boss, before you call or send your instructor an email, try to find the answer yourself. That is, don't email me a question when the answer you seek is clearly in the syllabus, course schedule, or assignment instructions. If you need clarification on something, I HIGHLY prefer you simply ask me before or after class, that way I can better answer your question plus I get to interact with you personally... which is a good thing! However, if you do decide to call or email me, I will try to respond within 24 hours but I do not respond after 8pm on weeknights, or on weekends at all.

Electronics

Research shows that students who hand-write their notes do MUCH better in their courses. Further, research also shows that classes where no phones/laptops are allowed, students perform MUCH better. Therefore, **NO SCREENS OF ANY KIND ARE ALLOWED IN THIS CLASS** (unless you have an official MCC ADA accommodation for taking notes with a laptop). To aid in enforcement of this policy, the only items allowed on your table during class are pen and paper. **If the instructor even sees your phone during class, whether you use it or not, you will lose your professionalism points for the day.** Violations may result in being dropped from the course.

Respect

Please be respectful of your classmates and your instructor. This is a hallmark of professionalism; behaving as if everyone's comfort and welfare is as important as your own. This means addressing me as Professor Greathouse (just "Professor" is also acceptable), and giving anyone who is speaking to the class your full attention. You can expect to be treated in a civil and professional manner by your instructor, and thus students will be expected to do the same. Violations of any of the above will result in losing your professionalism points for the day and could result in being dropped from the course.

Healthy Debate

Just as you will experience in the professional world after graduation, in this course you might be exposed to thoughts, opinions, and perspectives that are different from your own; this is a good thing because it exposes you to different ways of seeing things! As such, you will be expected to remain calm and professional, objectively consider any differing thoughts and opinions, and if you wish, you may ask for more information and/or engage in respectful discussion as appropriate. It is indeed possible to disagree with someone AND remain calm, respectful, and professional!

Cheating

Cheating means copying or in any way using someone else's work. In this course if you are caught cheating once, you will receive a zero on the exam or assignment it relates to. If you are caught cheating twice, you will receive an F in this course (not merely dropped with a W). This policy includes turning in individual or group assignments that are plagiarized or otherwise not your work. **Note: All assignments will be turned-in via Brightspace using the Turn-it-in tool which automatically checks student work for originality and proper citations. Thus papers with a Turn-it-in similarity score above 25% will be given a zero.

* *[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](#)*

(<https://www.mclennan.edu/highlander-guide/policies.html>)

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

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

McLennan

C O M M U N I T Y

COLLEGE

ACADEMIC RESOURCES/POLICIES

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 or want to explore strategies for balancing life and school, we encourage you to contact a success coach by calling (254) 299-8226. Students can visit the Completion Center Monday-Friday from 8 a.m.-5 p.m. to schedule a meeting with a success coach and receive additional resources and support to help reach academic and personal goals. Paulanne's Pantry (MCC's food pantry) provides free food by appointment to students, faculty and staff based on household size. Text (254) 870-7573 to schedule a pantry appointment. The Completion Center and pantry are located on the Second Floor of the Student Services Center (SSC).

MCC Foundation Emergency Grant Fund:

Unanticipated expenses, such as car repairs, medical bills, housing, or job loss can affect us all. Should an unexpected expense arise, the MCC Foundation has an emergency grant fund that may be able to assist you. Please go to <https://www.mclennan.edu/foundation/scholarships-and-resources/emergencygrant.html> to find out more about the emergency grant. The application can be found at https://www.mclennan.edu/foundation/docs/Emergency_Grant_Application.pdf.

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](https://www.mclennan.edu/center-for-teaching-and-learning/Faculty%20and%20Staff%20Commons/requirements.html)
(<https://www.mclennan.edu/center-for-teaching-and-learning/Faculty%20and%20Staff%20Commons/requirements.html>)

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.

Email Policy:

McLennan Community College would like to remind you of the policy (<http://www.mclennan.edu/employees/policy-manual/docs/E-XXXI-B.pdf>) regarding college email. All students, faculty, and staff are encouraged to use their McLennan email addresses when conducting college business.

A student's McLennan email address is the preferred email address that college employees should use for official college information or business. Students are expected to read and, if needed, respond in a timely manner to college emails.

Instructional Uses of Email:

Faculty members can determine classroom use of email or electronic communications. Faculty should expect and encourage students to check the college email on a regular basis. Faculty should inform students in the course syllabus if another communication method is to be used and of any special or unusual expectations for electronic communications.

If a faculty member prefers not to communicate by email with her/his students, it should be reflected in the course syllabus and information should be provided for the preferred form of communication.

Email on Mobile Devices:

The College recommends that you set up your mobile device to receive McLennan emails.

Forwarding Emails:

You may forward the emails that come to your McLennan address to alternate email addresses; however, the College will not be held responsible for emails forwarded to an alternate address that may become lost or placed in junk or spam filters.

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](http://www.mclennan.edu/titleix)
(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 (Chief of Staff for Equity & Inclusion/Title IX) 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. Any student or employee may report sexual harassment anonymously by visiting the following website: <http://www.lighthouse-services.com/mclennan/>.

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 Mozilla Firefox, Chrome, Microsoft Edge, or Safari) to print each link's information.*