

Updated 07/18/2023



WACO, TEXAS

COURSE SYLLABUS

AND

INSTRUCTOR PLAN

BUSINESS PRINCIPLES

BUSI-1301-O180

LAURA WICHMAN

NOTE: This is an 8-week course.

NOTE: This is an Online course.

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Course Description:

This course 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: Laura Wichman

MCC Email: lwichman@mclennan.edu

Office Phone Number: 254-299-8476

Office Location: ADM 404

Office/Teacher Conference Hours: MW 11:00am – 12pm

Other Instruction Information: I work on campus 8am – 5pm Monday – Friday, so I am flexible and able to meet outside posted conference hours as well, please email to set up a time.

<https://mclennan.zoom.us/j/2547094282>

Correspondence Policy:

Email is the preferred method of communication from your MCC email address. Emails are typically returned within 24 hours of receipt except when receiver over the weekend or during holidays. Emails received during weekends or holidays will be returned the first business day that the College is open. Students are to include the course and section number in the subject of their emails. Failure to include the course and section number in the email's subject line will result in a delay in response.

Required Text & Materials:

Title: Understanding Business: The Core Connect (e-book)

Author: Nickels

Edition: 2nd

Publisher: McGraw-Hill

ISBN: 9781264466689

****INSTRUCTOR NOTE:****

This course is an inclusive access course. This means that the cost of your digital textbook and access to the McGraw-Hill Connect platform has been included in your tuition. You will receive Orientation Video instructions on how to access your textbook and other materials in the Course Orientation & Week 1 content topics as well as your syllabus. Please follow these instructions closely to access your materials. Your course text utilizes McGraw-Hill Connect, which is an interactive tool linked to your Brightspace shell.

If you would like to rent or purchase a printed copy of the textbook for use in the class, you can do so within McGraw-Hill Connect by clicking the “Connect Access” link within Brightspace. The number of textbooks available for rent are limited, so act quickly if you desire to rent a copy!

PLEASE WATCH THIS VIDEO BEFORE REGISTERING FOR CONNECT!

Student Connect Registration Instructions:

<https://video.mhhe.com/watch/dgiVkJnWz63U77eeq6MhqT>

McGraw-Hill Customer Experience (Technical Support):

Phone: 1-800-331-5094

Live chat/email: <https://mhedu.force.com/CXG/s/ContactUs>

Mon-Thu: 24 Hours, Fri: 12AM-9PM, Sat: 10AM-8PM, Sun: 12PM-12AM (All Times Eastern USA)

****INSTRUCTOR NOTE:****

Should you encounter issues with McGraw-Hill’s Connect platform, your first contact should be to McGraw-Hill’s Customer Experience division. They are instrumental in resolving any issues that you face!

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

Methods of Teaching and Learning:

- This is an online EIGHT WEEK course and will require a lot of self-discipline from students! You are expected to log into Brightspace each day to check the course, and to check your student email everyday as well. Since we do not have formal meetings you will need to ensure you communicate with me regularly to ensure I am aware of any issues you may be encountering. You will be expected to read the required chapters and complete the required assignments on time. Students are expected to be self-disciplined, use time management skills effectively, and to be accountable for their actions in this course.
- Since this class is so short, it will be fast paced with multiple chapters and assignments due in one week. We do not remove much, if any, content from 8-week courses in comparison to 16-week courses – it is up to the student to understand this and be willing to take on the additional short term work load. 8-week classes can be great a way to get a lot of information in a short amount of time but they do require you to be self-discipline and time management skills. If you struggle, please reach out to me, I am here to support and help.

Course Objectives and/or Competencies:

Course objectives are listed on the first page of each chapter in the required text. We will cover all chapters of the text throughout the duration of the course. Additionally, the following course objectives will be met during the course:

- Explain and demonstrate the economic and social importance of business in our economic system;
- Identify the factors of production and the gain sought by each, as well as how each are inputs to the productive system;
- Outline and contract the major features of capitalism, communism, and socialism;
- List and describe each of the functions in the management process;
- Explain and demonstrate the decision-making process;
- Apply the six basic steps in a typical production planning and control system;
- Evaluate the four parts of the marketing mix and explain the marketing concept;
- Compile a marketing research project;
- Analyze the life cycle of a product;
- Explain and apply break-even analysis;
- Complete the principal accounting equations;
- Explain the functions of money;
- Outline the functions of the Federal Reserve System and its impact on the national economy;
- Analyze and evaluate the activities of the public securities market; and,
- Evaluate and choose between ethical courses of action in business situations.

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Course Attendance/Participation Guidelines:

If a student is not in attendance in accordance with the policies/guidelines of the class as outlined in the course syllabus as of the course census date, faculty are required to drop students from their class roster prior to certifying the respective class roster. A student's financial aid will be re-evaluated accordingly and the student will only receive funding for those courses attended as of the course census date.

To be counted as attending BEFORE the census date, a student must complete and submit at least ONE assignment. Discussion boards, syllabus quizzes, the first set of homework, etc. are considered as meeting the criteria for an assignment. An email to the instructor does NOT count. Logging into Brightspace and accessing content does NOT count. Any student who fails to complete and submit at least one assignment prior to the census date will be dropped from the course.

Past the census date, students who fail to submit two consecutive chapters of work without notification of an excused absence as per MCC policy prior to the 60% point of the term will be withdrawn from the course. If a student completes any part of work for a chapter, they have "attended" and will not be withdrawn. **Note, since multiple chapters are completed in a week, if you miss the deadline for one week of course work, you will be withdrawn from the course.** If a student fails to submit two consecutive chapters of work without notification of an excused absence as per MCC policy and the class is apast the 60% point of the term, the instructor will NOT withdraw the student. The student will be assigned the grade earned at the end of the term.

Course Outline or Schedule:

The following is a schedule which is subject to change. You will be notified about changes with posts to the Brightspace Announcement page and an email to your student MCC email account. All assignments must be submitted by **10:00 PM** on the specified due date. *denotes Exam due that week. Note due dates with Connect **are not** what will be used.

Week of Class	Assigned Reading	Assignment	Due Date at 10:00PM
Week 1	Orientation, Chapter 1 & Chapter 2	Orientation Quiz, Chapter Quiz, Chapter Assignment	January 14
*Week 2	Chapter 3 & Chapter 4	Orientation Quiz, Chapter Quiz, Chapter Assignment, Exam 1	January 21

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Week 3	Chapter 6 & Chapter 7	Orientation Quiz, Chapter Quiz, Chapter Assignment	January 28
*Week 4	Chapter 8, Chapter 9	Orientation Quiz, Chapter Quiz, Chapter Assignment, Exam 2	February 4
*Week 5	Chapter 10, Chapter 11 & Chapter 13	Orientation Quiz, Chapter Quiz, Chapter Assignment, Exam 3	February 11
Week 6	Chapter 14 & Chapter 15	Orientation Quiz, Chapter Quiz, Chapter Assignment	February 18
*Week 7	Chapter 16 & Bonus Chapter C (Personal Finance)	Orientation Quiz, Chapter Quiz, Chapter Assignment, Exam 4	February 25
*Week 8	Final Exam	Comprehensive and covers all chapters listed above	February 28

****INSTRUCTOR NOTE:****

Chapter Quiz, Chapter Assignment, and Exam dates are no-later-than dates; you may complete them early if you choose.

Course Grading Information:

- *Orientation (5% of the course grade):* This course is designed in a manner that maximizes the use of our time together. To accomplish this, all course assignments, quizzes, and exams will be completed in McGraw-Hill's Connect platform. To ensure that you are familiar with the Connect platform, there are two assignments that require you to view videos (for the entirety of the video) and answer some basic questions on the navigation of Connect, the completion of assignments in Connect, and the submission of quizzes and exams in Connect.
- *Chapter Assignments (25% of the course grade):* For each chapter covered, students will be required to complete one chapter assignment. Chapter Assignments challenge students to demonstrate their knowledge of key concepts and terms by applying them to a variety of business scenarios. Application-Based Activities, noted in the course as 'ABA', are highly interactive exercises that immerse students into a business environment, allow them to analyze the situation, and apply their knowledge in the scenario. Due to the extent of critical thinking required, ABA activities are challenging; therefore, students

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have an unlimited number of attempts to score a 100 on ABA activities but you may stop at any score you are please with. For chapters lacking an ABA assignment, you'll find a quiz-like chapter assignment. These assignments are not timed, but you only have two attempts to earn a 100% on them. Quiz-like assignments utilize both rote memorization and practical application questions.

- *Chapter Quizzes (30% of the course grade):* For every chapter covered, students are required to complete a short quiz over the material. Each quiz is comprised of 10 multiple-choice questions. Students will be given 2 attempts to take each quiz and the highest score will be recorded in the gradebook. Each quiz will have a 15 minute time limit. Stopping and starting is not allowed—if the quiz is interrupted for whatever reason, it will count as an attempt. If you have accommodations that affect test timing, those accommodations are made in Connect and your time limit will be automatically adjusted. Both rote memorization and practical application questions are utilized in chapter quizzes.
- *Unit Exams (25% of the course grade):* There are 4 major exams given during the semester. You will be able to take each of these exams only one time. You will have 35 minutes to complete your exams and once you start them, you must complete them in 1 sitting. Do NOT stop the exams and attempt to resume them at a later date or time. Just like the chapter quizzes, accommodations are made automatically for those with accommodations on file at MCC. Rote memorization and practical application questions are utilized on exams.
- *Final Exam (15% of the course grade):* The final exam is comprehensive and is required to be taken by all students. It will be given during final exams week as scheduled, thus you will need to take it during our assigned date and time. You will only have 1 attempt. Additionally, you will have 120 minutes to complete your Final Exam and once you start it, you must complete it in 1 sitting. Do NOT stop the exam and attempt to resume it at a later date or time. This exam CANNOT be submitted late. As with quizzes and exams, timing will be adjusted automatically for those with accommodations and both rote memorization and practical application questions will be utilized.

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Grade Category	Final Grade Percentage
Orientation	5%
Chapter Assignments	25%
Chapter Quizzes	30%
Unit Exams (4 exams)	25%
Final Exam (covers all chapters tested)	15%
Final Grade	100%

Grade	Final Grade
A	90+
B	80 – 89.9
C	70 – 79.9
D	60 -69.9
F	59.9 or below

Course assignments and activities will be graded and a grade released within one (1) calendar weeks of the assignment's due date. Any student without a submission on the due date will be assigned a zero (0) grade. The late work policy below establishes whether late work for unexcused absences will be accepted, any penalization that occurs due to the submission of late work, and how/when the grade will be updated.

A grade of Incomplete (I) will only be issued for students who need only to take the final exam and have an extenuating circumstance that resulted in an excused absence (documentation must be provided) for the day of the final exam.

SmartBook Assignments: In this course, we utilize a digital textbook that has been included in Brightspace and Connect (although you can rent or purchase a hard-copy through Connect should you desire). Each week, you will have **OPTIONAL** SmartBook assignment that covers the week's chapter. The assignment provides you with direct access to the textbook and utilizes a quiz-like format to evaluate your understanding of the material covered. It is **recommended** that you read the chapter in its entirety before attempting to answer the questions. Each SmartBook activity should last between 30-60 minutes, although attempting to answer questions without reading the text will cause the activity to go much longer. This is known as adaptive learning. If you score low on an area it will take you into additional information, reading and work to ensure you knowledge and understanding. There are two types of questions utilized in SmartBook activities. Rote memorization questions are the questions you are likely most familiar with – they require you to recall information from the text, such as a definition. Practical application

questions are more challenging – they require you to apply what you have learned to a given situation or scenario.

Plagiarism

Plagiarism is defined as “an act or instance of using or closely imitating the language and thoughts of another author without authorization and the representation of that author's work as one's own, as by not crediting the original author.” Plagiarism includes, but is not limited to, copying someone else's work that they created and/or copying and pasting directly from a website or book without proper citation. If you are believed to be or found plagiarizing, you will be given one written warning on the first offense. I reserve the right to regrade any work that has been submitted up to the point of alleged plagiarism, and this regrade will result in a failing grade. You will be allowed to resubmit any work I find on the first instance of plagiarism, but will not receive a grade higher than a 50 on the assignments. If you are found to be plagiarizing a second time, you will automatically be given an ‘F’ in the course, without the option to drop the course for the grade of a ‘W’. For more information on plagiarism, I recommend visiting:

<http://www.plagiarism.org/plagiarism-101/what-is-plagiarism/>

Late Work and Make Up Work Policies:

Communication:

It is my goal to ensure that you understand and learn the material covered in this course. However, I can only help if you keep me informed of any issue or problems that you have in the course, instructions, or assignments. I have an open door policy, so if you have any problems or need assistance, please feel free to come by my office (ADM 404) or to contact me via email (lwichman@mclennan.edu) or phone (254-299-8476).

When you email the instructor put your name and BUSI 1301 in the subject line. **Please use your MCC student account to send email because other email accounts do not always make it through the spam filter.** You will also need to check your student email for messages from the instructor. I will typically respond to your message within 24 hours of sending (with the exception of weekends and holidays). If for some reason you do not think your email is making it to me, please contact me immediately at 254-299-8476, if I do not answer leave a message with your name, phone number, and issue; I will contact you as soon as possible.

Late Work/Make Up Work Policy:

Assignment due dates can be found on your schedule, within this Instructor Plan, and within each assignment on Brightspace. **All work is due on or before the assigned date!** If you believe you may miss the assigned due date, contact me as soon as possible – otherwise you will be subject to the attendance policy and will be withdrawn from the course for missing two or more consecutive chapters.

Students will NOT be allowed to make up the **comprehensive final exam** unless there is a documented reason (family death/medical reason) as to why the exam was missed. If there is something that you believe may hinder the completion of an assignment or exam on time, it is the student's responsibility to contact the instructor to inform them.

****During the semester, students think they have plenty of time to work on their assignments, and you do, but do not procrastinate. This is not a self-paced course where everything is due at the end of the semester. Some of the work in each week may require significant time to complete. Plan ahead for this!****

Student Behavioral Expectations or Conduct Policy:

Computer Problems

All chapter assignments are required to be submitted via the test submission feature that is built into each chapter within Brightspace. If you are unfamiliar with how to submit the chapter assignments using this feature, please contact me immediately. Due to the vast amount of computers we have available on campus as well as the availability of computers in several community areas, I do not allow late work due to personal computer issues. It is your responsibility to ensure that work is completed on time and from a reliable source. If technology fails on campus (such as Brightspace going down for ALL users) adjustments will be made.

Other Resources: lists of resources available to use include:

- **MCC Library**—Located in the Learning Technology Center (LTC) on the 3rd floor.
 - Check the Library website for their hours, but there is usually an employee there to assist students with homework and computer issues.
- **The MCC Web Site**—www.mclennan.edu
 - The MCC website contains links to student services, activities, information faculty, class schedules and MCC catalog, etc. These can be found under student link on the main page or by clicking on the MCC seal.
- **MCC's Student Services** offer a range of student support to include tutors and special aides as required by the students. Their phone number is 254-299-8431.
- **MCC's Success Coaches** offer support and counseling to all MCC students. If you or someone you know is in need of their services contact them at 254-299-8226
- **MCC's Network Services** offers 24 hours support of Blackboard. Their number is 254-299-8077.

Use of Turn-It-In for Ensuring Academic Integrity

Turnitin (<https://www.turnitin.com/>): In order to help students learn proper composition skills and to promote academic honesty, this class may use the services provided by Turnitin (hereinafter, the “Service”). The above URL contains information about the capabilities, services, terms and conditions, and privacy policy of the Service. Faculty may use the Service to review all submitted assignments.

Students agree that by taking this course all required papers may be subject to submission for textual similarity review to Turnitin for the detection of plagiarism. All submitted papers will be included as source documents in the Turnitin reference database solely for the purpose of detecting plagiarism of such papers. Students further understand that if the results of the review support an allegation of academic dishonesty, the students’ work will be investigated and the student is subject to discipline according to policy.

****INSTRUCTOR NOTE:****

Deviation from any of the aforementioned course policies, will result in the following penalties:

1st Offense: Written warning from the instructors, a zero grade issued for the activity in which the offense occurred, and a report made to the Conduct Officer. Conduct issues not involving a graded activity will be addressed by written warning from the instructor and a report made to the Conduct Officer.

2nd Offense: Report made to Conduct Officer and immediate removal from the course with an “NC” given for the course grade.

[Click Here for the MCC Attendance/Absences Policy](https://www.mclennan.edu/highlander-guide/policies.html)

(<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.

10/09/2023



ACADEMIC RESOURCES/POLICIES

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. For additional information, please visit www.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

Title IX:

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. Claudette Jackson, (Accommodations/Title IX) at (254) 299-8465. MCC employees are mandatory reporters and must report incidents immediately to the Title IX Coordinator. Individuals may also contact the MCC Police Department at (254) 299-8911 or the MCC Student Counseling Center at (254) 299-8210. The MCC Student Counseling Center is a confidential resource for students. Any student may report sexual harassment anonymously by visiting <http://www.lighthouse-services.com/mclennan/>

Additionally, Title IX provides rights and protections for pregnant and newly parenting students. Go to McLennan's Title IX webpage at www.mclennan.edu/titleix/. It 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.

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/>

Academic Support and Tutoring is here to help students with all their course-related needs. Specializing in one-on-one tutoring, developing study skills, and effectively writing essays. Academic Support and Tutoring can be found in the Library and main floor of the Learning Commons. This service is available to students in person or through Zoom. You can contact the Academic Support and Tutoring team via Zoom or email (ast@mclennan.edu) by going to our website (<https://www.mclennan.edu/academic-support-and-tutoring/>)

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 either MCC CREW – Campus Resources Education Web by calling (254) 299-8561 or by emailing crew@mclennan.edu or a Success Coach by calling (254) 299-8226 or emailing success@mclennan.edu.

Paulanne's Pantry (MCC's food pantry) provides free food by appointment to students, faculty and staff. To schedule an appointment, go to <https://calendly.com/paulannespantry-mcc/15min>.

The CREW, Success Coaches, and Paulanne's Pantry are all located on the second floor of the Student Services building in Success Coaching Services.

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

MCC Academic Integrity Statement:

Please view our [Academic integrity statement](#) for more information about academic integrity, dishonesty, and cheating. The unauthorized use of artificial intelligence (AI) for classwork can be a violation of the College's General Conduct Policy. Whether AI is authorized in a course and the parameters in which AI can be used in a course will be outlined by each instructor.

Minimum System Requirements to Utilize MCC's D2L|Brightspace:

Go to <https://www.mclennan.edu/center-for-teaching-and-learning/Faculty-and-Staff-Commons/requirements.html> for information on the minimum system requirements needed to reliably access your courses in MCC's D2L|Brightspace learning management system.

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 notified via 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.

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. For more information about your student email account, go to www.mclennan.edu/studentemail.

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 their 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. If you need assistance with set-up, you may email Helpdesk@mclennan.edu for help.

You can find help on the McLennan website about connecting your McLennan email account to your mobile device:

- [Email Setup for iPhones and iPads](#)
- [Email Setup for Androids](#)

Forwarding Emails:

You may forward 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 be lost or placed in junk or spam filters.

For more helpful information about technology at MCC, go to [MCC's Tech Support](#) or email helpdesk@mclennan.edu.

Disclaimer:

The resources and policies listed above are merely for informational purposes and are subject to change without notice or obligation. The College reserves the right to change policies and other requirements in compliance with State and Federal laws. The provisions of this document do not constitute a contract.