

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

WACO, TEXAS

COURSE SYLLABUS

AND

INSTRUCTOR PLAN

PRINCIPLES OF BUSINESS

BUSI 1301.87

BECKY PARKER

This is a 5-week online course

COVID 19 Notice:

McLennan Community College is committed to providing you with every resource you need to reach your academic goals including your safety. We will continue to monitor the evolving situation with COVID 19 and adjust our safety guidelines to make sure we offer a safe environment for you and our faculty. Please make sure to consult your faculty and the MCC website at <https://www.mclennan.edu/crisis-management/coronavirus-updates/index.html> on any changes to these guidelines.

BUSINESS PRINCIPLES
BUSI 1301

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: 254-299-8651
Office Location: BT 207

Office/Teacher Conference Hours: Office/Teacher Conference Hours: Monday and Wednesday 1:00 – 3:00 pm. If these times do not work for you, please let me know and I will arrange to meet you at another time.

Required Text & Materials:

Title: BUSN 11
Author: Kelly
Edition: 11TH (an older edition is acceptable)
Publisher: Cengage Learning

ISBN: 9781337116695

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

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.

BUSINESS PRINCIPLES

BUSI 1301

Course Objectives and/or Competencies:

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

1. Explain and demonstrate the economic/ 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 Outline or Schedule:

The following is a tentative schedule. You will be notified of any changes through a 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 6/8

- 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 6/17

- 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**

BUSINESS PRINCIPLES

BUSI 1301

PART 3 (Chapters 11, 12, 13, 14 and 15 and Test 3) Work must be complete by 6/27

- 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) Note staggered deadlines in this unit

- Read Chapter 17 Complete Application Exercise, Review Questions and Quiz. **DUE 7/2**
- Read Personal Finance Appendix, Complete Application Exercise, Review Questions and Quiz. **DUE 7/2**
- Report on Entrepreneur/business from NPRs *How I Built This* Podcast. **DUE 7/5**
- **Final Exam must be completed by 11:30 on 7/6**

Course Grading Information:

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

Final Project 10%

Application Exercises 15%*

Chapter Review Questions 15%*

Chapter Quizzes 15%

Attendance Questions 5%

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. To prevent submitting a blank or incorrect document, check your submissions carefully.

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

Required Software:

Microsoft Office – download for free at <https://www.mclennan.edu/tech-support/software.html>

BUSINESS PRINCIPLES
BUSI 1301

*****INSTRUCTOR NOTE:*****

Do not submit *.pages, *.numbers, or *.key files. These are Apple iWorks files and cannot be opened. If you submit Apple iWorks files and your work cannot be opened by the instructor, you will receive a zero for the assignment.

Do not submit *.odp, *.odt, or *.ods files. These are OpenOffice files and, when opened in Microsoft Office, will lose formatting and document properties. If you submit OpenOffice files and your document loses formatting when opened, you will lose any points associated with the formatting of the document for the assignment.

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. You have 9 days to complete the Units 1-2 and 8 days to complete Units 3 & 4. Pace your work accordingly. If you wait until the last day to complete work, you may run into unexpected issues and have trouble completing all the assignments. That is due to a lack of planning, not a lack of time to complete the work.

At the end of the semester, I will drop the lowest grade in each of these categories -- Review Questions, Application Exercises and Chapter Quizzes. In addition, I will provide you two "Passes." By using a Pass you may choose to not complete two assignments (Review Questions or Application Exercise) at any time in the semester and receive a grade of 99%. In order to use a Pass, just type the word *Pass* in the assignment submission. **The use of a Pass must occur before the assignment deadline.**

All course work must be complete by 5/3.

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:

This online classroom is a training ground for your future work environment. Consider class time a meeting with a boss or client. In a business meeting you would be courteous and

BUSINESS PRINCIPLES

BUSI 1301

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.

*** 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

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. Drew Canham (Chief of Staff for Diversity, Equity & Inclusion/Title IX) at (254) 299-8645. Individuals also may contact the MCC Police Department at 299-8911 or the MCC Student Counseling Center at MCC at (254) 299-8210. The MCC Student Counseling Center is a confidential resource for students. Any student or employee may report sexual harassment anonymously by visiting <http://www.lighthouse-services.com/mclennan/>.

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/>

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 or emailing SuccessCoach@mclennan.edu. Students may 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.

MCC Academic Integrity Statement:

Go to www.mclennan.edu/academic-integrity for information about academic integrity, dishonesty, and cheating.

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.

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.

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.

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.