

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

WACO, TEXAS

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**COURSE SYLLABUS**  
**AND**  
**INSTRUCTOR PLAN**

**BUSINESS PRINCIPLES**

**Section: BUSI 1301.87**

**PROFESSOR STEVE GREATHOUSE**

**NOTE: This is a 4-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

1301.87

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### **Course Description:**

Fundamental business principles including structure, functions, resources, and operational processes. Additionally, it 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: Steve Greathouse

E-mail: [sgreathouse@mclennan.edu](mailto:sgreathouse@mclennan.edu)

Office Phone: (254) 299-8696

Office Location: Business & Technology Building, Room 211

Virtual Office Hours: Mon.-Fri. during business hours, or other times by request

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

Title: Understanding Business: The Core

Author: Nickels

Edition: 3<sup>rd</sup>

Publisher: McGraw Hill

ISBN: 978-1-266-13170-7 (\*A digital version is included with this course and is accessible via the course page in Brightspace. This ISBN is ONLY being provided in case you would like to find and purchase a hardcopy of our text from an online vendor or through the MCC bookstore.)

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

# BUSINESS PRINCIPLES

1301.87

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## Methods of Teaching and Learning:

This course is based on reading, assignments, quizzes and exams. **NOTE: This is NOT a self-paced course, you have a LOT of work due every week** (you're completing a 5-month semester in 4 weeks).

1. It is imperative that you read each assigned chapter on your own before attempting any of the assignments or quizzes. My recommendation is to read the chapter all the way through once without stopping (better yet, do so while having the digital book read it aloud). Next read it a second time one paragraph at a time, pausing after each one to state out loud to yourself, what the main points of the paragraph were (research shows this to be the most effective way to study... not just in this class).
2. Once you complete the above, you're ready to complete the related *Smartbook* assignment. The *Smartbook* assignment for each chapter, will ask you questions in a variety of ways such as fill-in-the-blank, word-matching, etc. These different types of questions are designed to stimulate your brain in ways that help you understand the content and help you retain it. You must answer ALL questions to get any points for completing each *Smartbook* assignment.
3. In addition to the graded *Smartbook* assignments mentioned above, students will complete a short homework assignment for each assigned chapter that is designed to help students apply learned knowledge to real world scenarios.
4. And lastly, traditional quizzes and exams help ensure that you are studying and retaining the information you learned from the above techniques.

## Course Objectives and/or Competencies:

- Identify business functions of accounting, management, marketing, and economics; and describe the relationships of social responsibility, ethics, and law.
- Describe the scope of global business enterprise.
- Describe the key elements of the business environment.
- Identify the major stakeholders in a business enterprise.
- Describe the advantages and disadvantages of the four major forms of business ownership.
- Discuss how securities markets meet the needs of both businesses and investors
- Explain the significance of accounting for the internal and external stakeholders of a company.
- Describe the way a firm can finance its operations.
- Describe the key elements involved in marketing a company's goods and services.
- Explain the role of operations management in producing and distributing a company's goods and services.
- Describe the basic functions performed by managers.

## BUSINESS PRINCIPLES

1301.87

### Course Schedule:

This schedule is subject to change (check Brightspace daily for updates). All work must be completed/submitted no-later-than 11:59pm on the due dates below. You may complete the work early, but not late. *\*\* Plan on investing at least 3-4 hours to read and complete assignments for each chapter, and approximately 2-3 hours preparing for each exam... 14+ hours per week.*

Week 1	Chapters 1, 2, 3, 4: For each of these chapters, complete the Smartbook assignment, homework assignment, and quiz. Then complete <b>Exam 1</b> . All of this is due by 7/16.
Week 2	Chapters 6, 7, 8, 9: For each of these chapters, complete the Smartbook assignment, homework assignment, and quiz. Then complete <b>Exam 2</b> . All of this is due by 7/23.
Week 3	Chapters 10, 11, 13: For each of these chapters, complete the Smartbook assignment, homework assignment, and quiz. Then complete <b>Exam 3</b> . All of this is due by 7/30
Week 4	Chapters 14, 15, 16 & Bonus Chapter C (Personal Finance): For each of these chapters, complete the Smartbook assignment, homework assignment, and quiz. Then complete <b>Exam 4</b> . All of this is due by 8/6. (Optional Extra Credit Research Paper also due by 8/6)
Final	<b>Take the Final Exam on either Aug 7<sup>th</sup> or 8<sup>th</sup></b>

### Course Grading Information:

Smartbook Assignments (13-14 points each)	200 points
Homework Assignments (6-7 points each)	100 points
Chapter Quizzes (8-22 points each)	200 points
Regular Exams (4 exams worth 100 points each)	400 points
Comprehensive Final Exam	100 points
OPTIONAL Research Paper (up to 20 extra credit points)	
<b>Total</b>	<b>1000 points</b>

90-100%	A	900 points or more
80-89.9%	B	800-899
70-79.9%	C	700-799
60-69.9%	D	600-699
0-59.9%	F	599 points or less

**\*\*Note:** Students can see their grades in Brightspace at any time during the semester. Armed with the information on this page and in Brightspace, students have no reason to contact the instructor to ask questions like, “What’s my current grade in the class?”, (Your current course average is what you see under “Final Calculated Grade”), or “What do I need to get on the Final to get a...?”, (Do the arithmetic to figure it out). Further, **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 yourself your grade.”

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***Smartbook* Assignments: 15 assignments worth 13-14 points each = 200 points**

Students must complete a *Smartbook* assignment for each assigned chapter. These reading assignments include graded questions that test your comprehension of the topic(s) in a section before the student is allowed to move to the next section. Missed questions impact the number of subsequent questions that are asked, thus the more accurate you are at answering the questions, the quicker you'll finish! There are *Smartbook* assignments due each week by Sunday night at 11:59pm (completed/submitted by this deadline, not merely started by this deadline). *Smartbook assignments may be completed early, but not late.*

**Homework Assignments: 15 assignments worth 6-7 points each = 100 points**

Students must also complete a short homework assignment for each assigned chapter. These assignments provide the student with the opportunity to learn chapter concepts more fully by applying them to a real-world scenario. There are homework assignments due each week by Sunday night at 11:59pm (completed/submitted by this deadline, not merely started by this deadline). *Homework assignments may be completed early, but not late.*

**Quizzes: 15 quizzes worth 8-22 points each = 200 points**

Students must also complete a short quiz for each assigned chapter. Each quiz has between 5 and 11 questions worth 2 points per question. You will take these quizzes in Brightspace, you can use your book, you can take up to 1 hour for each quiz, and you may attempt each quiz up to two 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. There are chapter quizzes due every Sunday night by 11:59pm (completed/submitted by this deadline, not merely started by this deadline). Note: Like all quizzes and exams, once you start one you must complete it in one sitting – you cannot get out then get back in. *Chapter quizzes may be completed early, but not late.*

**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 (open-book!), will be comprised of multiple choice questions, and will cover all information in the assigned chapters since the previous exam. Due dates for the exams are *no-later-than* dates. There is an exam due every Sunday night by 11:59pm (completed/submitted by this deadline, not merely started by this deadline). Note: Like all quizzes and exams, once you start one you must complete it in one sitting – you cannot get out then get back in. *Regular exams may be taken late but will incur a 25% penalty for each day it is completed late... even for an MCC excused absence.* No exam scores will be dropped.

**Optional Research Paper – up to 20 extra credit points**

Students have the option of completing a 3-4 page research paper on the topic of their choice from the list of topics found in the Optional Research Paper assignment instructions in Brightspace. Completing this assignment may earn a student up to 20 extra credit points added to one of their exam scores (“up to” means that it will receive a score between 0 and 20). \*Note: in an effort to encourage students to begin learning how to use AI, students may use AI tools such as ChatGPT to complete this extra credit writing assignment. However, you must ensure that all content and references cited by AI, are accurate (I will check!). Call me if you need help writing your prompts. This optional extra credit paper may be submitted early but not late.

**Comprehensive Final Exam – 100**

A timed comprehensive final exam may be taken on either August 7<sup>th</sup> or 8<sup>th</sup>, and covers information from all assigned chapters in the course. However, the Final Exam Study Guide available within the Final Exam section in Brightspace, provides the topic of every single question that will be on the final exam (you’re welcome ☺). Thus you are encouraged to build a study-guide for yourself as we go through the semester so that you can ace this exam (I’d write a paragraph of info for each topic, a little more than just a definition; I’d also include the page number of the topic in case I needed to look it up during the exam). Note: Like all quizzes and exams, once you start one you must complete it in one sitting – you cannot get out then get back in. The final exam cannot be taken late; if you miss it you will receive a zero.

**Late Work**

If you fail to complete a *Smartbook* assignment, homework assignment, or a quiz by the due date, you will receive a zero. You may complete a regular exam late but you will lose 25% for each day you complete it late. For example, if a regular exam is due on a Sunday, but you take it the next day on Monday, then the highest score you can possibly get is a 75; if you take it on Tuesday, the highest score you can possibly get is a 50; etc. The final exam may not be completed late - if you miss it you will receive a zero. \*\*If you are graduating, don’t worry about me submitting grades by Wednesday of finals week as I always turn them in by Tuesday night, just after the final exam deadline.

Only under the most extreme circumstances will late coursework policies be changed for a student - i.e., the student was in the hospital for the five days preceding the due date, or had a death in the immediate family (both require verifiable documentation). Therefore, sad stories about work conflicts, being sick, oversleeping, forgetting, being stressed-out, computer died, dog died, out of town for a wedding, argument with roommate, a break-up, heavy traffic, favorite Netflix show was cancelled, your candidate lost the election, etc., are NOT extreme circumstances... that’s just life. If you have to stay up all night to meet a deadline, then do so, that’s part of being a professional.

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If you know you are going to be super busy around the time something is due, simply turn the work in early – this is the exact same way things work in the professional business world (FYI, if 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.**

## **Drops**

Students that drop the course before the deadline for student initiated withdrawals will receive a “W” (as long as they are eligible to drop... students only get a total of six). If a student is not eligible to drop, they will receive the grade they earn in the course. The student initiated drop date can be found under “Important Dates” in MCC’s weely email newsletter or by searching for the Academic Calendar on [www.mclennan.edu](http://www.mclennan.edu).

## **Attendance**

Although this is an online course, per MCC policy, instructors are still required to track attendance in some way and may drop students for failing to “virtually” attend at least 75% of a course. Thus, in accordance with this policy, **the instructor may drop a student on their 8<sup>th</sup> absence - for this course you are considered *absent* when you miss a *Smartbook* Assignment or a Quiz.** It is the student’s responsibility to track their attendance in Brightspace - the instructor will NOT provide warnings before dropping a student. MCC’s attendance policy may be viewed at <https://www.mclennan.edu/highlander-guide/policies.html>.

- Note: Students must make a good faith effort to complete a *Smartbook* assignment or quiz in order to get attendance credit for it. That is, don’t think that you can get attendance credit by merely guessing at a couple of questions - the instructor will use his own discretion in deciding whether or not you have done enough to be counted “present” for any *Smartbook* assignment or quiz.
- Note: If a student reaches their 8<sup>th</sup> absence but is not eligible to be dropped (only 6 are allowed), the student will receive an automatic F in the course regardless of their grades.
- Note: **If a student does not participate in the course during the first 7 days of the semester, they will be dropped** by the instructor. The instructor will use their own discretion in deciding if a student has satisfactorily participated in the course.

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

### **Communication with the Instructor**

Just like in the business world with your boss, before you 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. However, if you need academic or business advice, clarification on something or further explanation of a business topic we're covering, and cannot find the answer yourself, then don't hesitate to call me during business hours or send me an email. I will try to respond within 24 hours but I typically do not respond after 8pm on weeknights, or on weekends.

Per MCC email policy, students must use their MCC student email for all email communication with their professor. Accordingly, I will not open nor reply to emails from non-MCC email addresses.

### **Respect**

Please be respectful of your classmates, yourself, 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 (or just, "Professor"). 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 this policy 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 (i.e., business decisions, management policies, social and political issues, etc.). As such, in this course 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.

These mature, respectful, and professional practices help make us truly critical-thinkers, whereas immature, disrespectful and weak-minded people already have their minds made up, are not open to differing ideas, and often lash-out with anger, or name-calling (or even vandalism and violence). Once you've heard the differing opinion, you don't necessarily have to change your mind. However, it is indeed possible to disagree with someone AND remain calm, respectful, and professional! Violations of this policy may result in being dropped from the course.



### **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 assignments that are plagiarized or otherwise not your work. 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**. \*\* Exception: as stated previously, you may have ChatGPT or another AI tool write your optional extra credit paper for you; Turn-it-in will detect AI authorship but I will see that and still give you full credit without penalty.

**[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.

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Updated 11/04/2022



## **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](http://www.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-  
2998122  
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 acting Title IX Coordinator at [titleix@mclennan.edu](mailto:titleix@mclennan.edu) or by calling, Dr. Claudette Jackson, (Diversity, Equity & Inclusion/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 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/](http://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 from 7:30 am - 6:00 pm Monday through Thursday and 7:30 am - 5:00 pm on Friday. You can contact the Academic Support and Tutoring team via Zoom (<https://mclennan.zoom.us/j/2542998500>) or email ([ast@mclennan.edu](mailto:ast@mclennan.edu)) during the above mentioned times.

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](mailto:crew@mclennan.edu) or a Success Coach by calling (254) 299-8226 or emailing [SuccessCoach@mclennan.edu](mailto:SuccessCoach@mclennan.edu). Both are located in the Completion Center located on the second floor of the Student Services Center (SSC) which is open Monday-Friday from 8 a.m.-5 p.m.

Paulanne's Pantry (MCC's food pantry) provides free food by appointment to students, faculty and staff. To schedule an appointment, go to [https://mclennan.co1.qualtrics.com/jfe/form/SV\\_07byXd7eB8iTqJg](https://mclennan.co1.qualtrics.com/jfe/form/SV_07byXd7eB8iTqJg). Both the Completion Center and Paulanne's 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](https://www.mclennan.edu/foundation/docs/Emergency_Grant_Application.pdf).

**MCC Academic Integrity Statement:**

Go to [www.mclennan.edu/academic-integrity](http://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/FacultyandStaffCommons/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](http://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](mailto: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 Cheat Sheet](#) or email [helpdesk@mclennan.edu](mailto: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.