WACO, TEXAS

COURSE SYLLABUS

AND

INSTRUCTOR PLAN

BUSINESS PRINCIPLES

BUSI_1301_002

JACOB SAMARRON MBA, MS

NOTE: This is a 16-week course.

NOTE: This is a Face-to-Face course.

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.

Class Days/Times: Mondays & Wednesdays, 9:35 AM -11:00 AM

Location: BT 101

Prerequisites and/or Corequisites:

There are no prerequisites for this course.

Course Notes and Instructor Recommendations:

You are expected to check your McLennan email account and Brightspace for any regularly updates.

Instructor Information:

Instructor Name: Jacob Samarron
MCC Email: jsamarron@mclennan.edu
Office Phone Number: (254) 299-8740
Office Location: BT 203
Office/Teacher Conference Hours: MW 1:30 PM – 2:30 PM, Tuesday 1:00 PM – 2:00 PM,
Online hours: M/W 3-5 PM
Friday- Virtual, Appointment only
Other Instruction Information: Email is the easiest way to reach me.

Correspondence Policy:

Email is the preferred method of communication. Emails, calls, and messages will be returned within 24 hours of receipt, except when received over the weekend or during holidays. Emails received during weekends or holidays will be returned on 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 (e-book)
Author: Nickels, W. G., McHugh, J. M., & McHugh, S. M.
Edition: 3rd
Publisher: McGraw-Hill

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.

ISBN: 9781266131707

PLEASE WATCH THIS VIDEO BEFORE REGISTERING FOR CONNECT!

Student Connect Registration Instructions:
https://video.mhhe.com/watch/dgiVkPnwz63U77eeq6MhqT

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: 12 AM-9 PM, Sat: 10 AM-8 PM, Sun: 12 PM-12 AM (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

Methods of Teaching and Learning:

Course instruction will consist of PowerPoint slides and lectures to emphasize the importance of each chapter. There will be weekly homework assignments and quizzes, which will be located in bright spaces, as well as periodic exams.

Learning Outcomes:

Upon successful completion of this course, students will:

1. *Identify major business functions of accounting, finance, information systems, management, and marketing.*
2. *Describe the relationships of social responsibility, ethics, and law in business.*
3. *Explain forms of ownership, including their advantages and disadvantages.*
4. *Identify and explain the domestic and international considerations for today's business environment: social, economic, legal, ethical, technological, competitive, and international.*
5. *Identify and explain the role and effect of government on business.*
6. *Describe the importance and effects of ethical practices in business and be able to analyze business situations to identify ethical dilemmas and ethical lapses.*
7. *Describe basic financial statements and show how they reflect the activity and financial condition of a business.*
8. *Explain the banking and financial systems, including the securities markets, business financing, and basic concepts of accounting.*
9. *Explain integrity, ethics, and social responsibility as they relate to leadership and management.*
10. *Explain the nature and functions of management.*
11. *Identify strengths, weaknesses, opportunities, and threats of information technology for businesses.*

Course Outline or Schedule:

Session/Date	***Topic***	***Reading***	***Assignment Due***
Week 1: ***08-25-25***	*Introduction to class/ review syllabus* *Chapter 1 Lecture* *(Part 1)*	*Look over the syllabus before class and read Chapter 1.*	

08-27-25	*Chapter 1 Lecture (Part 2)*		*Connect Orientation Video assignments, Chapter 1 activities & quiz due by 09-01-24 11:59 PM*
Week2 ***09-01-24***	*Labor Day*	*Holiday (**No Class**)*	
09-03-24	*Chapter 2 Lecture (Part 1 & 2)*		*Chapter 2 activities and quiz due by 09-07-25 11:59 PM*
Week 3 ***09-08-25***	*Chapter 3 Lecture (Part 1)*	*Read Chapter:3*	
09-10-25	*Chapter 3 Lecture (Part 2)*	*Read Chapter:3*	*Chapter 3 activities and quiz due by 09-14-25 11:59 PM*
Week 4 ***09-15-24***	*Chapter 4 Lecture (Part 1)*	*Read Chapter: 4*	
09-17-24	*Chapter 4 Lecture (Part 2)*	*Complete Exam 1 (ch.1-4)*	*Chapter 4 activities, quiz, and exam. Due by 09-21-25 11:59 PM.*
Week 5 ***09-22-25***	*Chapter 6 Lecture (Part 1)*	*Read Chapter: 6*	
09-24-25	*Chapter 6 Lecture (Part 2)*		*Chapter 6 activities and Quiz. Due by 09-28-25 11:59 PM.*
Week 6 ***09-29-25***	*Chapter 7 Lecture (Part 1)*	*Read Chapters:7*	

10-01-25	*Chapter 7 Lecture (Part 2)*		*Chapter 7 activities and quiz. Due by 10-05-25 11:59 PM*
Week 7 ***10-06-25***	*Chapter 8 Lecture (Part 1)*	*Read Chapter 8*	
10-08-25	*Chapter 8 Lecture (Part 2)*		*Chapter 8 activities and quiz. Due by 10-12-25 11:59 PM*
Week 8 ***10-13-25***	*Chapter 9 Lecture (Part 1)*	*Read Chapter 9*	
10-15-25	*Chapter 9 Lecture (Part 2)*	*Complete Exam 2 Ch 6-9*	*Chapter 9 activities, quiz, and exam. Due by 10-19-25 11:59 PM*
Week 9 ***10-20-25***	*Chapter 10 Lecture (Part 1)*	*Read Chapter 10*	
10-22-25	*Chapter 10 Lecture (Part 2)*		*Chapter 10 activities and quiz. Due by 10-26-25 11:59 PM*
Week 10 ***10-27-25***	*Chapter 11 Lecture (Part 1)*	*Read Chapter 11*	
10-29-25	*Chapter 11 Lecture (Part 2)*	*Complete Exam #3 (Ch. 10-11)*	*Chapter 11 activities and quiz. Due by 11-02-25 11:59 PM* *Exam #3 due by 11-12-25*
Week 11 ***11-03-25***	*Chapter 13 Lecture (Part 1)*	*Read Chapter:13*	

11-05-25	*Chapter 13 Lecture (Part 1)*		*Chapter 13 activities and quiz. Due by 11-09-25 11:59 PM*
Week 12 ***11-10-25***	*Chapter 14 Lecture (Part 1)*	*Read Chapter:14*	
11-12-25	*Chapter 14 Lecture (Part 2)*		*Chapter 14 activities and quiz. Due by 11-16-25 11:59 PM*
Week 13 ***11-17-25***	*Chapter 15 Lecture (Part 1)*	*Read Chapter 15*	
11-19-25	*Chapter 15 Lecture (Part 2)*		*Chapter 15 activities and quiz. Due by 11-23-25 11:59 PM*
Week 14 ***11-24-25***	*Chapter 16 Lecture*	*Read Chapter 16*	
11-26-25	***Thanksgiving Holiday: No class***		*Chapter 16 activities and quiz. Due by 11-30-25 11:59 PM*
Week 15 ***12-01-24***	*Chapter C Lecture (Part 1)*		
12-03-24	*Chapter C Lecture (Part 2)*	*Complete Exam #4 (Ch. 12-C)*	*Chapter C activities and quiz. Due by 12-07-25 11:59 PM*
Week 16	***Final!!!***		*Final 12-10-25*

Course Grading Information:

Assignments/ Activities	***Assignment Description***	***% of Final Grade***
Orientation Activities	*This will get you familiar with the Connect platform. There are two assignments that will show you how to complete the assignments in Connect. You will be required to watch a videos and answer questions on what you have learned.*	***5%***
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). However, not everyone enjoys reading and far fewer students enjoy reading textbooks! Each week, you will have a 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. Also, 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.*	***15%***
Chapter Assignments	*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*	***15%***

	critical thinking required, ABA activities are challenging; therefore, students have an unlimited number of attempts to score a 100 on ABA activities. 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	*For every chapter covered, students are required to complete a short quiz over the material. Each quiz is comprised of 10 - 20 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 45 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.*	***30%***
Exams	*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 75 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.*	***25%***
Final Exam	*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.*	***10%***
Total		***100%***

Late Work, Attendance, and Make Up Work Policies:

Late Work:

I will not accept late work unless I have agreed to do so in advance of the due date. Exceptions will only be made for rare circumstances.

Attendance:

Attendance will be taken in class. Please do not fall behind this class is very fast paced and it will be very difficult for you to catch up. If you fail to attend two classes in a row before the census date you will be dropped from the course even if you complete assignments in Brightspace. If you miss more than 25% of the course before 60% of the course is complete then you will be withdrawn from the course. For more details read the business attendance policy below.

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.

Definitions

The terminology we use is important.

Drops occur BEFORE the census date and do not count against the student's maximum withdrawal count of 6 classes, as defined by state law.

Withdrawals occur AFTER the census date and count in the student's maximum withdrawal count of 6 classes.

Face-to-Face Course Attendance Policy (Business Division)

Students enrolled in face-to-face courses are expected to attend class.

The instructor will use a method of their choice for routine recording of student attendance. The official record for student attendance is Brightspace. Instructors must update the official record within 24 hours of a class meeting in the days prior to the census date. After the census date, instructors must update the official record within 48 hours of a class meeting.

If a student fails to appear for face-to-face sessions in the period prior to the census date, the instructor will drop the student for failure to attend even if they complete accessible assignments in Brightspace.

Past census date, for a student to remain in a face-to-face course, they must regularly attend class. If a student misses more than 25% of class meetings prior to the 60% point of the term, the instructor will withdraw the student from the course. If a student misses more than 25% of class meetings and the class is past the 60% point for the term, the instructor will NOT withdraw the student. The student is assigned the grade earned for the course.

If a student attends class meetings but does not complete assignments, they remain in the course and are awarded the grade earned at the end of the term.

Absences are excused in accordance with MCC policy which includes (1) authorized participation in official College functions, (2) personal illness, (3) an illness or a death in the immediate family, (4) Pregnant or Parenting Protections under Title IX and/or Texas State Education Code Chapter 51, Subchapter Z, Section 51.982 or (5) any excused absences as outlined in Section IV of this policy: https://www.mclennan.edu/employees/policy-manual/docs/B-II.pdf

Students are required to file a written or electronic request with each instructor for an excused absence in a timely manner.

Student Behavioral Expectations or Conduct Policy:

Students are expected to maintain classroom decorum in the classroom and when online, that includes respect for other students and the instructor, regular attendance, and an attitude that seeks to take full advantage of this education opportunity.

Instructor Plan "Disclaimer" Statement

The instructor reserves the right to change course policies, deadlines, assignments, or exams at their discretion, provided proper notice is given.

06/24/2025

MCLENNAN COMMUNITY 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 Accommodations (Disability Services) as soon as possible to begin the steps for requesting accommodations. 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 Accommodations (Disability Services). 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

Title IX:

Title IX of the Education Amendments of 1972 is a Federal civil rights law that prohibits discrimination on the basis of sex in educational programs and activities that receive Federal funds. 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 a Title IX incident 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.

Additionally, Title IX provides rights and protections for pregnant and newly parenting students which can include educational accommodations such as excused absences

and the opportunity to make up assignments and tests. Lactation spaces are also available on campus. Please email titleix@mclennan.edu for more information.

MCC employees are mandatory reporters and must report incidents immediately to the Title IX Coordinator. Faculty and Staff may email titleix@mclennan.edu to submit a report.

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 https://www.lighthouse-services.com

Visit McLennan's Title IX webpage at https://www.mclennan.edu/titleix/ to learn more about Title IX protections, reporting, and resources.

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/

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.

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/)

Success Coaching Services is here for you.

We know life can be overwhelming sometimes—and that challenges outside the classroom can impact your success inside it. That's why our Success Coaches provide personalized support to help you navigate it all.

Success Coaching is available to every MCC student, no matter where you're starting from. Whether you're looking for direction, need quick advice, or just want someone to talk to, our coaches are here to listen, celebrate your strengths, and help you move forward with confidence. At Success Coaching Services, your voice is heard, your goals matter, and your future is our focus.

To learn more or schedule an appointment, visit www.mclennan.edu/successcoaching, call 254-299-8226, or email success@mclennan.edu.

College personnel also recognize that food, housing, and transportation are essential for student success. If you are having trouble securing these resources and other essential resources, we encourage you to contact the CREW - Campus Resources Education Web by calling 254-299-8561 or emailing crew@mclennan.edu.

Success Coaching Services, the CREW, and Paulanne's Pantry are located on the second floor of the Student Services building in Success Coaching Services, suite 249.

The Student Counseling Center offers confidential mental health counseling to currently enrolled students at no charge. Counselors are trained to help students with problems related to personal, social, and emotional concerns. Sessions focus on short-term goals in order to facilitate students college success and adjustment. This service is available to students in person or through Zoom.

Make an appointment to meet with a counselor by visiting the center in the Wellness & Fitness building, room 101, calling 254-299-8210, or emailing counseling@mclennan.edu.

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/scholarships-and-resources/emergencygrant.html

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:
For online and blended/hybrid courses, students must have access to a reliable computer and internet. For more information on the minimum system requirements needed to reliably access your courses in MCC's D2L|Brightspace learning management system go to: https://www.mclennan.edu/center-for-teaching-and-learning/Faculty-and-StaffCommons/requirements.html

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.