

Updated 1/8/2025



WACO, TEXAS

**COURSE SYLLABUS
AND
INSTRUCTOR PLAN**

BUSINESS PRINCIPLES

BUSI 1301.o082

PROFESSOR STEVE GREATHOUSE

NOTE: This is a 16-week, online course

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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

Office Phone: (254) 299-8696

Office Location: Business & Technology Building, Room 211

Office Hours: Tuesdays and Thursdays, 12:30 - 4:00 pm

Required Text & Materials:

Title: Understanding Business: The Core

Author: Nickels

Edition: 3rd

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.)

Note: The instructor reserves the right to change course policies, deadlines, assignments, or exams at their discretion with the proper notice. Notice will be provided in class and/or in announcements in Brightspace.

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Methods of Teaching and Learning:

This course is based on reading, video lectures, and independent work. **NOTE: This is NOT a self-paced course, you have work due every week.**

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 graded 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. Students will also complete a short textbook-based homework assignment for each assigned chapter that is designed to help students apply learned knowledge to real world scenarios, and will also complete artificial intelligence homework assignments so that students learn the basics of A.I. use.
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, behaviors, and expectations required of a business professional
- Describe and use basic artificial intelligence (A.I.) tools for business

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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.

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.

Online Course Attendance Policy

To be counted as attending BEFORE the census date, a student must complete and submit at least THREE assignments from the week 1 and week 2 assignments in this course. The discussion board A.I. introduction, the syllabus quiz, Smartbook assignments, homework assignments, quizzes, etc. are all considered assignments in this course.

- If a student fails to complete and submit at least THREE graded assignments, before the census date (9/9), they will be **dropped** by the instructor ("Never Attended"). Graded assignments include: the syllabus quiz, Smartbook assignments, homework assignments, and quizzes (not discussion intro).
 - An email to the instructor or merely logging in to Brightspace does NOT count.
 - Students must make a good faith effort to complete an assignment in order to get attendance credit for it. For example, merely guessing at a couple of questions on a quiz does not count - the instructor will use his own discretion in deciding whether or not you have done enough to be counted "present" for any assignment.
- If a student fails to complete work for 2 consecutive weeks, or misses a total of 11 assignments, they may be **withdrawn** from the course by the instructor.
- Extensions on missed coursework may be granted by the instructor IF the student is granted an excused absence for 5 or more days during the week related to the missed coursework.

Absences are excused in accordance with MCC policy, which includes

- Personal illness for the 5 days preceding a due date (w documentation from the Title IX Office)
- A serious illness or a death in the immediate family (w documentation from the Title IX Office)
- Pregnant or Parenting Protections under Title IX and/or Texas State Education Code Chapter 51, Subchapter Z, Section 51.982 (w Title IX Office approval)
- Any excused absences as outlined in Section IV of this policy:
<https://www.mclennan.edu/employees/policy-manual/docs/B-II.pdf> (w Title IX Office approval)

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Course Schedule: (subject to change; see Brightspace for details and changes)

There is a graded Smartbook assignment, a homework assignment, and a quiz, due by Sunday night of every week. There is also an AI course, a research paper, an exam every 3-4 weeks, and a cumulative final exam.

| | | | |
|----------|---------|--------------|--|
| Module 1 | Week 1 | Sunday 8/31 | Syllabus quiz, the A.I./intro discussion board; and the Smartbook questions, homework assignment, and quiz for chapter 1 |
| | Week 2 | Sunday 9/7 | Smartbook questions, homework assignment, and quiz for chapter 2 |
| | Week 3 | Sunday 9/14 | Smartbook questions, homework assignment, and quiz for chapter 3; and AI lesson 1 |
| | Week 4 | Sunday 9/21 | Smartbook questions, homework assignment, and quiz for chapter 4; and Exam 1 |
| Module 2 | Week 5 | Sunday 9/28 | Smartbook questions, homework assignment, and quiz for chapter 6; and AI lesson 2 |
| | Week 6 | Sunday 10/5 | Smartbook questions, homework assignment, and quiz for chapter 7 |
| | Week 7 | Sunday 10/12 | Smartbook questions, homework assignment, and quiz for chapter 8; and AI lesson 3 |
| | Week 8 | Sunday 10/19 | Smartbook questions, homework assignment, quiz for chapter 9; and Exam 2 |
| | Week 9 | Sunday 10/26 | Smartbook questions, homework assignment, and quiz for chapter 10 |
| | Week 10 | Sunday 11/2 | Smartbook questions, homework assignment, and quiz for chapter 11, and AI lesson 4 |
| | Week 11 | Sunday 11/9 | Smartbook questions, homework assignment, quiz for chapter 13; and Exam 3 |
| Module 4 | Week 12 | Sunday 11/16 | Smartbook questions, homework assignment, and quiz for chapter 14; and AI lesson 5 |
| | Week 13 | Sunday 11/23 | Smartbook questions, homework assignment, and quiz for chapter 15 |
| | Week 14 | Sunday 11/30 | Smartbook questions, homework assignment, and quiz for chapter 16 |
| | Week 15 | Sunday 12/7 | Smartbook questions, homework assignment, quiz for chapter C, and Exam 4 (this is NOT the final exam) |

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|--|---------------------------------|
| Tuesday, Dec. 10th at 6:00pm | Comprehensive Final Exam |
|--|---------------------------------|

*****THE FINAL EXAM IS DUE BY
TUESDAY, Dec 9th, NOT ON A SUNDAY**

Course Grading Information:

| | |
|---|--------------------|
| Smartbook Assignments (12-14 points each) | 200 points |
| Homework Assignments (6-7 points each) | 100 points |
| Chapter Quizzes (4-11 points each) | 100 points |
| AI Certification Course (10-40 points per module) | 100 points |
| Exams (4 exams worth 100 points each) | 400 points |
| Comprehensive Final Exam | 100 points |
| Total | 1000 points |

| | | |
|----------|---|--------------------|
| 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, 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 in the “Final Calculated Grade” column in the Brightspace gradebook), or “What do I need to get on the Final to get a...?”, (do the arithmetic to figure it out).

***Do NOT email me after the final exam asking if there’s any way you can 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.”

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

Students must complete a Smartbook assignment for the assigned chapter, every week of the semester. These assignments provide you with direct access to the textbook and utilize a quiz-like format to evaluate your understanding of the material covered via graded questions. Smartbook assignments for the week’s assigned chapters must be submitted no later than 11:59pm on Sunday nights. Smartbook assignments may be completed early but not late.

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*NOTE: Smartbook assignments are designed test your comprehension, and the “confidence” you have in your comprehension, of a topic before you’ll be allowed to move to the next set of questions on subsequent topics. That is, missed questions, or answers you choose in which you say you are anything but “highly confident” about, impact the number of subsequent questions that are asked, thus the more accurate you are at answering the questions and the more you indicate you are highly confident in your answers, the quicker you’ll finish!

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

Students must also complete a short homework assignment for each chapter, every week of the semester. These assignments provide the student with the opportunity to learn chapter concepts more fully by applying them to a real-world scenario. There is a homework assignment due each week by Sunday night at 11:59pm (see Brightspace for specific dates). **Homework assignments may be completed early, but not late.**

Chapter Quizzes: 15 quizzes worth 5-11 points each = 100 points

Students are required to take 15 short chapter quizzes; one every week of the semester. Each quiz has between 5 and 11 questions worth 1 point 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 and your two scores are averaged. There is a chapter quiz due every Sunday night by 11:59pm (see Brightspace for specific dates). **Chapter quizzes may be completed early, but not late.**

Google Micro-credential in Artificial Intelligence – 100 points

This course includes a requirement to complete the Beginner: Introduction to Generative AI learning path from Google Cloud Skills Boost. The learning path consists of multiple online lessons, each with a specific due date listed in the course schedule and in Brightspace. Proof of completion will consist of either a PDF certificate downloaded from your Skills Boost profile or a direct link to your earned Google Cloud badge. Detailed instructions and the submission links for each module can be found in the AI section of each module in Brightspace. **You may work ahead; however, proof of completion for each lesson must be submitted by the stated due date — late submissions will not be accepted for credit.**

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, each one will be comprised of 50 multiple choice questions, are open-book, and will cover all information contained in the textbook chapters since the previous exam. Exams will be open for several days before the *no-later-than* date shown in the course schedule. No exam scores will be dropped. **Regular exams may be taken late but will incur a 25% penalty for each day it is completed late... even for university excused absences.**

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Comprehensive Final Exam – 100 points

A comprehensive exam will be administered during finals week, but unlike the other exams, **this one is closed-book (no notes or textbook allowed) and will be taken live, online in a proctored format** (see the course schedule for the date of your final). The *Final Exam Study Guide* available within the Final Exam link in Brightspace provides the topic of every single question that will be on this exam. Thus, you are encouraged to build a study guide for yourself as we go through the semester so that you can memorize the material from it and ace the final exam. **The final exam cannot be taken late; that is, if you miss it you will receive a zero.**

Late Work

If you fail to complete/submit any assignment or exam by the due date, you will receive a zero.

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, had a death in the immediate family, or any other official Title IX issue – all require verifiable documentation and approval from the MCC Title IX Office. Therefore, sad stories about being sick, oversleeping, forgetting, being stressed-out, “just needed some mental-health time”, “am experiencing stress or anxiety”, work-conflicts, computer died, dog died, out of town for a wedding, argument with roommate, break-ups, heavy traffic, favorite Netflix show was cancelled, your candidate lost the election, etc., are NOT extreme circumstances... that’s just life.

If you know you’re going to be busy around the time of a deadline, turn your work in early. If you’re up against a deadline and the only way to meet the deadline is to go without sleep, then do so. This is the exact same way things work in the corporate world and in the military. (FYI, if you miss an important deadline in the professional world, you’ll likely get fired). As much as your fellow professionals may like you as a person, they don’t care about your excuses for missing deadlines... please start wrapping your brain around this fact. Therefore, get in the habit of meeting deadlines regardless of what is going on in your life. If you want to make it in the corporate world or in the military, complete your work on-time; **NO EXCUSES.**

Student Behavioral Expectations or Conduct Policy: (Descriptions below are in addition to behaviors described in the “Professionalism” portion of this document)

Communication with the Instructor

Just like in the business world with your boss, before you call or send your instructor an email, try to find the answer yourself. That is, don’t email me a question when the answer you seek is clearly in the syllabus, course schedule, assignment instructions, and/or in Brightspace. However, if you need clarification on something or have a content-related question, then by all means, please do not hesitate to contact me as I’m happy to help. If you call or email me, I will try to respond within 24 hours, but I do not respond after 8pm on weeknights, or on weekends at all.

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- Just as you will obviously check your work email and SharePoint site every day in the professional world after graduation, students are expected to check their MCC student email and our Brightspace course page, every day. Doing so will provide you with important course updates, reminders, and assignment tips and details.
- 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 student emails from non-MCC email addresses.
- When you email the instructor, always reference which course and section you are in, because he teaches MANY sections of MANY courses. For this course, it is **BUSI 1301.o082**.
- Do NOT use Brightspace Instant Message (IM) to contact me; that system does not notify me via email or voice message; thus, it doesn't ping my personal cell which I closely monitor

Respect

Please be respectful of your classmates and your instructor. This is a hallmark of professionalism; behaving as if everyone's comfort and welfare is as important as your own. This means addressing me as Professor Greathouse (just "Professor" or "Sir" are also acceptable) in all electronic or phone communication (I'm trying to get you used to being a bit more formal like you will need to be in the business world). You can expect to be treated in a civil and professional manner by your instructor, and thus students will be expected to do the same. Violations of any of the above could result in being dropped from the course.

Healthy Debate

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

Cheating

In this course, cheating means:

- Copying or in any way using someone else's work
- Having someone else complete your work or working in pairs or teams
- Turning in a paper you didn't write, including use of AI unless specifically allowed by your instructor for a specific assignment
- Turning in a paper that is not original to this course (i.e., turning in a paper you wrote for another course... the *Turn-it-in* tool within Brightspace detects this)

***** If you are caught cheating, or assist someone else in cheating in this course... even one time, you will receive an F and will be removed from the class.**

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MCC's Academic Integrity statement, including its policies on dishonesty and cheating, can be found at www.mclennan.edu/academic-integrity.

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

Your instructor provided additional guidance specific to this course in this document.

06/24/2025



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.