

GRAYSON COLLEGE

Course Syllabus

Course Information

BUSI1301 – Business Principles

Type of Course/Delivery Mode/Testing Requirements

This is an internet course, meaning the coursework will be all on-line. All assignments and testing will be administered via Canvas or the textbook publisher's tool. No proctors will be required for testing.

Professor Contact Information

Instructor Name: Jim Johnson
E-mail: johnsonj@grayson.edu
Office Phone: 903-463-8671
Office Hours: MW 8-9:30 AM and 12-1 PM
TTh 8-11 AM and 12-1 PM
F 9-10 AM

Course Pre-requisites, Co-requisites, and/or Other Restrictions

1. TSI - Reading Intensive course.

Course Description

BUSI 1301 – Business Principles. Introduction to the role of business in modern society. Includes overview of business operations, analysis of the specialized fields within the business organization, and development of a business vocabulary. (R)

Student Learning Objectives (SLO):

Upon completion of the course, the student is expected to be able to:

1. Explain the global nature of business.
2. Identify various strategies for marketing goods and services.
3. Exhibit knowledge of the role of ethics in business.
4. Demonstrate a basic knowledge of how business is financed.

Required Textbook and Course Materials:

1. **Textbook:** *Business Essentials*, 11th Edition, by Ebert and Griffin, Pearson Publishing.
ISBN-13: 978-0-13-412996-9.

Suggested Course Materials:

1. Microsoft Office or Open Office word processor and spreadsheet software.
1. Broadband internet access recommended.

Grading Policy:
GRADING SCALE:

- A 900-1000 points
- B 800-899 points
- C 700-799 points
- D 600-699 points
- F 000-599 points

GRADING CRITERIA:

Online Chapter Quizzes (15 @ 10 points each)	150 points
Exams (4 @ 100 points each--drop lowest)	300 points
Final Exam (Comprehensive)	150 points
Semester Projects	200 points
Discussions	200 points
Total	1,000 points

Methods of Instruction:

Since this is an internet course, there will be no classroom face-to-face time. However, this does not mean that you will be alone or cannot receive assistance.

Please note the following:

1. There will be no campus meetings for this course. However, if you need help, please contact the instructor via office phone, office email, or Canvas email. Please do not hesitate to seek assistance.
2. On-line participation will be assessed and graded by timely completion of the on-line assignments.
3. On-line monitoring of students by the instructor will be done via Canvas tracking.
4. This is a reading intensive course. Students must be prepared to spend a significantly longer amount of time on this class than for an on-campus class.
5. It is highly recommended that students have access to a high-speed internet connection and up-to-date computer hardware. All course work will be administered via Canvas, so the appropriate Canvas functionality on student computer hardware is required. If you do not have access to these facilities, please contact the instructor for information on available facilities on campus.
6. The best method of avoiding technical problems is to do your assignments early, leaving enough

time to work through any issues (network down, Canvas down, etc.). Adjustments will be made only for technical issues that occur with equipment or services (Canvas outages, etc.) that are beyond the control of the student.

7. All assessments consist of questions that are randomly selected at the time the assignment is started by a student, so no two students will encounter identical assignments. This is done to ensure academic integrity.

Evaluation Methods and Important Information:

Quizzes will be available in Canvas for each chapter, and they are due according to the Calendar Dates Schedule provided in Canvas. These quizzes will be taken wherever you choose during the time they are available and using whatever materials you choose. The purpose of these quizzes is to help you prepare for the exams. You may take these quizzes up to two times each, and you will see different questions each time you take them. Your grade will be the highest of your attempts.

Exams will be taken during class time according to the Course Schedule above. There are four regular exams valued at 100 points each—the lowest of these regular exams will be dropped. If you miss an exam, that will become your drop exam. There is a comprehensive final exam valued at 150 points.

The semester project is valued at 200 points. It will be an individual project.

Some extra credit is available through taking the pre and post tests, along with other activities.

Course & Instructor Policies

Class Attendance

Academic success is closely associated with regular classroom attendance and course participation. All successful students, whether on campus or online, are expected to be highly self-motivated. All students are required to participate in courses regularly and are obliged to participate in class activities and complete and submit assignments following their professors' instructions. Students taking courses during compressed semester time frames such as mini-mester, summer sessions, and mid-semester should plan to spend significantly more time per week on the course. Responsibility for work missed because of illness or school business is placed upon the student. **In accordance with the College's Developmental Education Plan, students withdrawn from their only developmental course may be withdrawn from all academic courses.** In addition, students' eligibility to receive financial aid or live in a College dormitory can be affected by withdrawal from courses. When withdrawal occurs, any tuition refund would be made in accordance with state regulations.

If you find yourself in over your head, please observe the drop dates on the course schedule. You may drop this class by calling the Registrar's Office at 903-465-6030. Please do not "disappear" for two or three weeks and suddenly "reappear" and ask to be given special permission to make up the required work. If you are going to be out of town for any length of time during the semester, let your instructor know via e-mail or in person to make the appropriate arrangements.

Absences for official school activities must be arranged with and approved by the instructor in advance. Exams missed due to approved activities must be taken in advance of the regular test date. If an absence coincides with the due date for an assignment, the assignment must be turned in before the due date.

Make-up Exams

There will be **NO** "make-up exams" for exams missed due to absences that are not for official school activities **and** approved by the instructor in advance. Exams missed for any other reason will be recorded with a grade of 0.

THEA Proficiency

The Texas Higher Education Assessment (THEA) is required by Texas law to ensure students enrolled in Texas public colleges possess the academic skills needed to perform effectively in college-level course work. THEA includes a testing component designed to identify and provide diagnostic information about the reading, mathematics and writing skills of each student. This course has been identified as a ***Reading Intensive*** course for the purposes of THEA.

“Late Assignment” Policy

You should allow yourself ample time to submit your assignments before the due date. Since some of your assignments might be submitted on-line, and excuse of *“I couldn't access the computer to turn in my assignment because ...”* will not gain you any sympathy or extra time. Assignments will **NOT** be accepted after the due date. On-line quizzes may not be submitted late. You will have plenty of time for every assignment and quiz; do not wait until the last minute!

“Testing Out” Policy

You may not “test out” of this class. If you feel that the course level is below your present abilities, please contact your instructor during the first week of class so you can be enrolled in a more challenging course.

Student Conduct & Discipline

Students are expected to maintain classroom decorum, even in an internet course, that includes respect for other students and the instructor, prompt and regular attendance, and an attitude that seeks to take full advantage of the educational opportunity. Students who do not adhere to this policy will face the appropriate consequences, including the possible expulsion from class.

Please review the “Netiquette Rules” page in Modules.

In general, please show respect for your fellow students. Treat others the way you would want to be treated.

Academic Integrity

The faculty expects from its students a high level of responsibility and academic honesty. Because the value of an academic degree depends upon the absolute integrity of the work done by the student for that degree, it is imperative that a student demonstrate a high standard of individual honor in his or her scholastic work.

Any student who commits an act of scholastic dishonesty is subject to discipline. Scholastic dishonesty includes but is not limited to cheating, plagiarism, collusion, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts.

Plagiarism, especially from the web, from portions of papers for other classes, and from any other source is unacceptable and will be dealt with under the college’s policy on plagiarism (see GC Student Handbook for details).

Students who are caught submitting plagiarized material or who have engaged in collusion or cheating on any course assignment or exam will receive a zero on the first assignment and an "F" in the course for any additional acts of academic dishonesty.

TITLE IX

GC policy prohibits discrimination on the basis of age, ancestry, color, disability, gender identity, genetic information, national origin, race, religion, retaliation, serious medical condition, sex, sexual orientation, spousal affiliation and protected veterans status.

Furthermore, Title IX prohibits sex discrimination to include sexual misconduct: sexual violence (sexual assault, rape), sexual harassment and retaliation.

For more information on Title IX, please contact:

- Regina Organ, Title IX Coordinator (903-463-8714)
- Dava Washburn, Title IX Coordinator (903-463-8634)
- Kim Williams, Title IX Deputy Coordinator- South Campus (903) 415-2506
- Mike McBrayer, Title IX Deputy Coordinator (903) 463-8753
- Website: <http://www.grayson.edu/campus-life/campus-police/title-ix-policies.html>
(Links to an external site.)
- GC Police Department: (903) 463-8777- Main Campus) (903) 415-2501- South Campus)
- GC Counseling Center: (903) 463-8730
- For Any On-campus Emergencies: 911

Grayson College is not responsible for illness/injury that occurs during the normal course of classroom/lab/clinical experiences.

These descriptions and timelines are subject to change at the discretion of the Professor.

Grayson College campus-wide student policies may be found on our Current Student Page on our website: <http://grayson.edu/current-students/index.html> (Links to an external site.)

Required Assignments and Academic Calendar:

General topics for the semester are listed in the table below. This schedule is subject to change with appropriate notice.

Note: In case of inclement weather, emergency closings, or other unforeseen disruptions to scheduled classes, students must log onto their Canvas accounts for directions on where or how to continue their course work.