COURSE SYLLABUS
BUSI 1301 Business Principles

GRAYSON COLLEGE

Please Note: Due to extenuating circumstances, including public health issues, course and testing delivery methods, instructional schedules, housing contracts, campus procedures and/or operating hours may be altered, interrupted and/or ceased for a limited or extended period of time. Such changes will be posted on the College website.

Course Information:
BUSI1301

Delivery Mode: Hybrid or Internet (*varies depending on section*)

Course Pre-requisites, Co-requisites, and/or Other Restrictions
No pre-requisite required

Course Description:
BUSI 1301 – Business Principles
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.

Student Learning Objectives (SLO):
Upon successful completion of this course, students will:

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

Required Textbook and Course Materials:

This course uses Cengage Unlimited…you choose the subscription length 4, 12, 24 months

Getting Registered

To access your course materials and explore Cengage Unlimited, log in to **Canvas** and navigate to **Modules … click Chapter 1 Reading Assignment.** When prompted, create or log in with your Cengage account and follow the prompts to complete the registration process.

For step-by-step help getting registered, head to **cengage.com/start-strong** and check out our training video and instructions. Just select that you are using **MindTap in Canvas**.

Once you have purchased your Cengage Unlimited Subscription, you can choose to rent a hard copy of the textbook for $7.99 (free shipping). In order to do that you will need the following information.

> *Foundations of Business*, 6th Edition, by Pride, Hughes, & Kapoor, Cengage Publishing
> ISBN 978-1-337-38692-0

Required Assignments and Academic Calendar:

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.

The following is a tentative schedule for the semester and may be changed at the discretion of the professor. Any changes will be communicated through Canvas.

Table 1 Course Schedule

Week	Class Days	Topics, Readings, Assignments, Deadlines

Week1		Go through Start Here Module; Read Syllabus, Get registered in Cengage
		
		Chapter 1 "Exploring the World of Business & Economics"
		    Ch 1 assignment due online
		
		Chapter 2 "Ethics & Social Responsibility in Business"
		    Ch 2 assignments due online

Week 2		Introduction Assignment due
		Chapter 3 "Global Business"
		    Ch 3 assignments are due online
		
		Exam #1 (Ch 1-3) available online (3 day testing window)
		
		Chapter 4 "Choosing a Form of Business Ownership"
		    Ch 4 assignments due online

Week 3		Chapter 5 "Small Business, Entrepreneurship, and Franchises"
		    Ch 5 assignments due online
		
		Chapter 6 "Understanding the Management Process"
		    Ch 6 assignments due online
		
		Exam #2 (Ch 4-6) available online (3 day testing window)

Week	Class Days	Topics, Readings, Assignments, Deadlines
Week 4		Semester Project – Part 1 due (submitted online) Chapter 11 "Building Customer Relationships Through Effective Marketing" Ch 11 assignments due online
Week 5		Chapter 14 "Exploring Social Media and e-Business" Ch 14 assignments due online Chapter 15 "Using Management and Accounting Information" Ch 15 assignments due online Exam #3 (Ch 11, 14, & 15) is available online (3 day testing window)
Week 6		Chapter 7 "Creating a Flexible Organization" Ch 7 assignments & Discussion Activity due online Semester Project – Part 2 due (submitted online)
Week 7		Chapter 9 "Attracting and Retaining the Best Employees" Ch 9 assignments due online Chapter 10 "Motivating and Satisfying Employees and Teams" Ch 10 assignments due online Exam #4 (Ch 7, 9 & 10) is available online (3 day testing window)
Week 8		Class Discussion Assignment

Methods of Evaluation

1. GRADING POLICY:

Points	Percentage	Course Grade
900-1,000	90-100	A
800-899	80-89	B
700-799	70-79	C
600-699	60-69	D
Below 600	Below 60%	F

2. GRADING CRITERIA:

	Points
Online Chapter Assignments (12 @ 20 points each—drop lowest)	220
Online Chapter Quizzes (12 @ 20 points each—drop lowest)	220
Online Video Quiz (12 @ 10 points each—drop lowest)	110
Exams (4 @ 100 points each—drop lowest)	300
Semester project	100
Discussion Activity	50
Total Points	1,000

Grades will be posted in Canvas

Chapter Assignments: Each chapter will have three assignments due according to the course schedule. These assignments are due online through Cengage/MindTap LMS. Links will be provided for the assignments in the Modules area of Canvas.

Exams will be taken online using Respondus Lockdown Browser plus Webcam or in the college testing center. Links will be provided for the exams in the Modules area of Canvas. There are four unit exams valued at 100 points each—the lowest of these unit exams will be dropped.

Semester Project. You will be completing a stock portfolio. The project is split into 2 parts with each part worth 50 points. The due dates are provided in the course schedule.

Discussion Assignments—there are 2 discussion activities due according to the Course Schedule above. These assignments are available in Canvas . The discussion activities are worth 50 points total.

Methods of Instruction

BUSI1301HY is a hybrid class. In class component will be used for lecture and discussion of chapter material, professor guided hands-on practice, and to work on the semester project. Online component will be used to take chapter assignments, exams, and additional semester project time.

BUSI1301NT is an internet class. Instruction will be provided online via narrated PowerPoint slides, a variety of assignments and assessments.

Computer Hardware and Software— Generally, personal computers purchased in the last 3 years should be adequate to access GC Canvas. Software requirements include Microsoft Internet Explorer 7.x or higher (www.microsoft.com), the latest version of Sun JAVA (www.java.com), the latest updates to your operating system (Microsoft Windows XP or higher or Apple MAC OS X or higher), and the latest updates to your anti-virus and spyware protection. Students needing assistance with accessing instructional technology should contact the GCC Help Desk. For more information, visit www.grayson.edu and select the Help Desk link. Subscription access to Cengage/MindTap is required (see "Required Textbook" area for more details.)

Course & Instructor Policies

Missed exams: If an exam is missed, the missed exam score will be counted as the drop exam. If additional exams are missed, the missed exams will be recorded as zeros. If you know you will not be able to take an exam because of a personal situation, you may contact the professor **before** the exam is scheduled, and if possible you will be allowed to take it early. You may not take an exam late.

Webcam usage during exam: It is very important that your webcam is working properly with **facial detection** at all times and required **identification shown**. If these conditions are not met, you may be required to take a retest in the campus testing center. This is at the discretion of your professor

Extra Credit: There will be no extra credit given in this course.

Late Work—Due dates are provided for all assignments. No late work will be accepted without approval from the professor. This will only be for extreme circumstances! Part of college is developing time management skills.

Class Attendance and Participation

Attendance and Participation Academic success is closely associated with regular class 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 faculty' instructions. Students taking courses during compressed semester timeframes such as mini-mester, summer sessions, and 8-week courses 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. Instructors are required to include in their syllabi the attendance policy for the courses(s) they teach. The college considers absences equal to or greater than 15% of the course's requirements to be excessive.

In order for students to be counted as having attended a class before the census date, the following guidelines are to be used: • Physical attendance in class with an opportunity for instructor and student interaction • Submission of an academic assignment • Completion of an exam, interactive tutorial, or computer-assisted instruction • Attendance at a study group assigned by the faculty • Participation in an online discussion in the class • Contact with a faculty member to ask a question

Student Conduct & Discipline

Students are expected and required to maintain classroom decorum that includes respect for other students and the instructor. Students are expected to have prompt and regular attendance, and an attitude that seeks to take full advantage of the educational opportunity. Any behavior that disrupts the learning environment will not be tolerated. Cell phones should be turned off during class, this includes texting.

Student conduct in an Internet course is expected to be the same as for a face to face class. Each student should always show respect and consideration for other students in the class and for the professor. Netiquette rules are posted in Canvas Modules Area.

Additional Explanations

Communication: Communication between the instructor and students will primarily be through the course site in GC Canvas. Frequent announcements, comments in the course discussions, and responses to Canvas Inbox, will be provided regularly.

Attendance/Participation—Students are expected to participate in online classes just like you would if it were a face to face class. Assignments are due on Wednesday and Saturday every week. The professor is required to submit your attendance to the college in the course on a weekly basis. In order to be counted as attending for the week, the student must have completed the assignments due that week. Attendance is not part of the course grade.

Monitoring online activities: Online course activities will be monitored through a variety of methods including active participation by the instructor in various course areas as well as utilization of the Course Tracking tool in GC Canvas. The Course Tracking tool provides detailed statistics for each student for various activities in the course.

Standard of appropriate online behavior: All students are expected to be polite and respectful. It is not only common sense, but also absolutely obligatory for a productive and supportive online environment. Do not use offensive language. Adhere to the same standard of behavior online that you follow in real life. Failure to do so could result in being denied access to your class.

Level of technical competence: Students are expected to have a basic understanding of personal computers, internet browsing, desktop applications such as Microsoft Word, and file management (uploading, downloading, or sending files).

Technical breakdowns: Please do not wait until the last minute to submit assignments! Allow enough time before the due date and time to submit your assignments. Should there be a technical problem, first try to resolve the issue with the Canvas help desk or Cengage's technical support. Next notify the instructor (before the assignment is past due) via Canvas Inbox if possible or external e-mail if Canvas is not functioning.

If you are having computer or internet issues remember the campus has computer labs available. Also free Wi-Fi is readily available in many locations. Be resourceful.

On-campus meeting requirements: None required

Academic honesty enforcement: 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

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.

Scholastic dishonesty includes but is not limited to cheating, plagiarism, collusion, and 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). Grayson College subscribes to turnitin.com, which allows faculty to search the web and identify plagiarized material.

Plagiarism is a form of scholastic dishonesty involving the theft of or fraudulent representation of someone else's ideas or words as the student's original work. Plagiarism can be intentional/deliberate or unintentional/accidental. Unintentional/Accidental plagiarism may include minor instances where an attempt to acknowledge the source exists but is incorrect or insufficient. Deliberate/Intentional plagiarism violates a student's academic integrity and exists in the following forms:

- Turning in someone else's work as the student's own (such as buying a paper and submitting it, exchanging papers or collaborating on a paper with someone else without permission, or paying someone else to write or translate a paper)

- Recycling in whole or in part previously submitted or published work or concurrently submitting the same written work where the expectation for current original work exists, including agreeing to write or sell one's own work to someone else

- Quoting or copy/pasting phrases of three words or more from someone else without citation,
  • Paraphrasing ideas without citation or paraphrasing incompletely, with or without correct citation, where the material too closely matches the wording or structure of the original

- Submitting an assignment with a majority of quoted or paraphrased material from other sources

- Copying images or media and inserting them into a presentation or video without citation,

- Using copyrighted soundtracks or video and inserting them into a presentation or video without citation

- Giving incorrect or nonexistent source information or inventing source information

- Performing a copyrighted piece of music in a public setting without permission

- Composing music based heavily on someone else's musical composition.

Plagiarism penalties: Students who are caught submitting plagiarized material will receive a zero on the first assignment and an "F" in the course for any additional acts of academic dishonesty.

Student Responsibility

You have already made the decision to go to college; now the follow-up decisions on whether to commit to doing the work could very well determine whether you end up working at a good paying job in a field you enjoy or working at minimum wage for the rest of your life. Education involves a partnership that requires both students and instructors to do their parts. By entering into this partnership, you have a responsibility to show up for class, do the assignments and reading, be engaged and pay attention in class, follow directions, and put your best effort into it. You will get out of your experience here exactly what you put into it – nothing more and nothing less.

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.

- Dr. Molly M. Harris, Title IX Coordinator (903)463-8714
- Ms. Logan Maxwell, Title IX Deputy Coordinator - South Campus (903) 415-2646
- Mr. Mike McBrayer, Title IX Deputy Coordinator - Main Campus (903) 463-8753
- Website: http://www.grayson.edu/campus-life/campus-police/title-ix-policies.html
- 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 at the following URL on the College website: https://www.grayson.edu/currentstudents/Academic%20Resources/index.html