

**South Plains College**

**Common Course Syllabus: Business Principles - BUSI 1301**

**Department:** Business Administration

**Discipline:** Business

**Course Number:** BUSI 1301

**Course Title:** Business Principles

**Available Formats:** Face to Face, Online

**Campuses:** Levelland, Dual-Credit, Online

**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.

**Prerequisite:** N/A

**Credit Hours:** 3 **Lecture:** 3 **Lab:** 0

**Textbook:** Foundations of Business - 6th Edition; Pride/Hughes/Kapoor with Cengage Mind Tap Access Code (Publisher = Cengage)

**Student 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.

**Attendance Policy:**

Instructors will create an attendance policy that is consistent with the “Class Attendance” policies stated below in the *SPC General Catalog*:

*[Students are expected to attend all classes in order to be successful in a course. The student may be administratively withdrawn from the course when absences become excessive as defined in the course syllabus.*

*When an unavoidable reason for class absence arises, such as illness, an official trip authorized by the college or an official activity, the instructor may permit the student to make up work missed. It is the student’s responsibility to complete work missed within a reasonable period of time as determined by the instructor. Students are officially enrolled in all courses for which they pay tuition and fees at the time of registration. Should a student, for any reason, delay in reporting to a class after official enrollment, absences will be attributed to the student from the first class meeting.*

*Students who enroll in a course but have “Never Attended” by the official census date, as reported by the faculty member, will be administratively dropped by the Office of Admissions and Records. A student who does not meet the attendance requirements of a class as stated in the course syllabus and does not officially withdraw from that course by the official census date of the semester, may be administratively withdrawn from that course and receive a grade of “X” or “F” as determined by the instructor. Instructors are responsible for clearly stating their administrative drop policy in the course syllabus, and it is the student’s responsibility to be aware of that policy.*

*It is the student’s responsibility to verify administrative drops for excessive absences through MySPC using his or her student online account. If it is determined that a student is awarded financial aid for a class or classes in which the student never attended or participated, the financial aid award will be adjusted in accordance with the classes in which the student did attend/participate, and the student will owe any balance resulting from the adjustment.]*

Even though this is an online class, students still have to access the course on a regular basis. **Minimum log in for the course is at least four (4) days per week. Additionally, you should not let more than 72 hours pass without logging in.**

The Blackboard software used to manage this online course tracks student logins, tracking when and where the student has been in the course. Accessing this course on a regular basis is extremely important in order to meet the objectives of this course. Ideally, students should daily check the semester schedule, e-mail, and also check for announcements and fellow student discussions. This course is not 100% self-paced—there will be deadlines. You will feel more at ease with the materials if you stay in touch with what is going on. This course is 3 semester credit hours. For this reason, you should set aside a minimum of 6 hours per week to work on this course. One of the very first things you should do is set aside time each week to work on the class. It is very easy to put off attendance in an online course.

#### **A STUDENT IS RESPONSIBLE FOR INITIATING THEIR OWN WITHDRAWAL**

A student who stops attending and stops completing assignments, must take the responsibility of contacting the Registrar's Office to drop the class.

**I do not drop students for non-attendance. It is your responsibility to initiate the drop process if you decide not to complete the course. Students who stop attending and do not complete the coursework will receive an F at the end of the semester.**

**PLEASE NOTE: The last day to drop this course is Wednesday, December 4th, 2024.**

#### **Be advised – I do not accept late work for any reason.**

Late-Work and Coursework Extensions: **No** late coursework will be accepted. No extensions will be given for any coursework. There are only two exceptions to this policy.

One, you are severely ill/hospitalized. If this is the case, you must contact DeEtte Edens at [dedens@southplainscollege.edu](mailto:dedens@southplainscollege.edu) or at (806) 716-2376 and submit the required medical documentation to her. She will notify the instructor, if the illness warrants an extension.

Two, you are on a SPC sponsored event and have sent in the proper documentation to me, **BEFORE** the trip/event has occurred.

**Plagiarism and Cheating:** Students are expected to do their own work on all projects, quizzes, assignments, examinations, and papers. Failure to comply with this policy will result in an F for the assignment and can result in an F for the course if circumstances warrant.

Plagiarism violations include, but are not limited to, the following:

1. Turning in a paper that has been purchased, borrowed, or downloaded from another student, an online term paper site, or a mail order term paper mill;
2. Cutting and pasting together information from books, articles, other papers, or online sites without providing proper documentation;

3. Using direct quotations (three or more words) from a source without showing them to be direct quotations and citing them; or
4. Missing in-text citations.

Cheating violations include, but are not limited to, the following:

1. Obtaining an examination by stealing or collusion;
2. Discovering the content of an examination before it is given;
3. Using an unauthorized source of information (notes, textbook, text messaging, internet, apps) during an examination, quiz, or homework assignment;
4. Entering an office or building to obtain unfair advantage;
5. Taking an examination for another;
6. Altering grade records;
7. Copying another's work during an examination or on a homework assignment;
8. Rewriting another student's work in Peer Editing so that the writing is no longer the original student's;
9. Taking pictures of a test, test answers, or someone else's paper.

**For information regarding official South Plains College statements about intellectual exchange, disabilities, non-discrimination, Title V Pregnancy Accommodations, CARE Team, and Campus Concealed Carry, please visit =**

<https://www.southplainscollege.edu/syllabusstatements/>

**BUSI 1301 - Business Principles - Online**  
(print for quick reference)

**Online Disclaimer:** This is to notify you that materials you may be accessing in chat rooms, bulletin boards or unofficial Web pages are not officially sponsored by South Plains College. The United States Constitution rights of free speech apply to all members of our community regardless of the medium used. We disclaim all liability for data, information or opinions expressed in these forums.

**Instructor:** Lauren Gregory  
**Office:** Levelland Campus, Technology Center 206  
**Office Hours:** By Appointment and posted on office door  
**Course Address:** <http://southplainscollege.blackboard.com/>  
**Blackboard E-mail Address:** Please use the e-mail option in Blackboard for the course.  
**Office Telephone:** (806) 716-2249 (response time through BB email much faster – FYI)

**COURSE DESCRIPTION:** This course is an introduction to the role of business in modern society. It includes an overview of business operations, analysis of the specialized fields within the business organization, and development of a business vocabulary. All course work and exams are conducted online. Extensive use of the Internet is used to send and receive information.

**COURSE OBJECTIVES:** After completion of this course, the student will be able to describe the scope of business enterprise in the nation and the world today; identify major business functions of accounting, management, marketing, and economics; describe the relationships of social responsibility, ethics, and law in business; and define and apply business terminology.

**HOW THIS COURSE IS CONDUCTED:** This course is an online course, which means that you will access course information and respond to me and/or other students through the use of the Internet. Blackboard is used to deliver and manage this course. Blackboard is a software package that was written to help manage online courses. You are encouraged to use the discussion forum for asking questions pertaining to the class.

**Required -**

Foundations of Business - 7th Edition; Pride/Hughes/Kapoor Cengage MindTap Access Code (Publisher = Cengage)

Textbook and Supplies: All that is needed for the course is a **Cengage Unlimited** Card for \$135 plus tax. This will get you the access code to this class with E-Book and also the access code and E-Book for ALL Cengage textbooks you will use in other classes! If other instructors use a Cengage product in your other classes, you DO NOT need to buy anything else!!

**The materials required for this course are included in Cengage Unlimited, a subscription service providing access to ALL Cengage ebooks and digital learning products—over 22,000—for \$135 per semester (extended subscriptions also available). One Cengage Unlimited subscription can be**

used across all courses where Cengage products are assigned, at no additional cost. You can purchase access to Cengage Unlimited in the SPC bookstore, or through my Blackboard course during the first week of class.

To access your course materials and explore Cengage Unlimited, log in to Blackboard and click on the link that says **Cengage MindTap Weekly Assignments**. When prompted, log in with your Cengage account and follow the prompts to complete the registration process.

## **REMINDERS FOR STUDENTS**

- **What to purchase:** You should NOT purchase BOTH individual course materials AND a Cengage Unlimited subscription—only ONE purchase is required. Cengage Unlimited is the best value.
- **Start at the bookstore:** Check the bookstore first when purchasing Cengage Unlimited. If it's not sold there, it can be purchased at the Cengage link in my Blackboard course!
- **When digital is required:** You will get a free 2 week trial access to both the digital product in use for your course and Cengage Unlimited.
- **Financial aid:** You can purchase Cengage Unlimited with financial aid through the bookstore.
- **Print books:** For every Cengage digital course activation (i.e. *MindTap*, *WebAssign*, *OWL*, *SAM*, *CengageNOWv2*, etc.) within Cengage Unlimited, you will be offered a print rental—they are just \$7.99 + free shipping. Print rentals can be redeemed only within Cengage Unlimited and ship direct to you. Alternatively, discounted loose-leaf options will be made available if you are enrolled in digital products as well.

### **Additional Registration/Purchasing Support**

Should you need additional guidance, please visit [www.cengage.com/start-strong](http://www.cengage.com/start-strong).

### **Getting Registered**

To access your course materials and explore Cengage Unlimited, login to Blackboard and click on the left hand link on the homepage that says **Course Content**. Click on Week 1 Assignments and then click into Chapter 1 Homework -- When prompted, login with your Cengage account and follow the steps to complete the registration process. (or register for Cengage, if you have never used the website before). **Use your SPC email to sign up!!**

To access the Unlimited Dashboard from your Cengage course materials, click 'My Home'. Once you have accessed your course materials through Blackboard, your dashboard will be populated with your course materials. You can add additional resources by using the search bar or 'Register another course or product'.

If you need help getting access to Cengage Unlimited, please reach out to [Cengage's Help Desk](#).

### **Additional Registration Support**

Should you need additional guidance, please click [here](#) to view a student quick start guide with detailed instructions.

**LOGGING INTO COURSE:** Under no circumstances are you allowed to give your User ID and/or password to anyone. If someone, besides you, is logging into this course, I will drop you immediately with an 'F', regardless of the reason.

**COMPUTER REQUIREMENTS:** I do not recommend any particular brand of computer. It is the responsibility of the student to make sure that they have the necessary computer resources and skills to take this class. Students are not required to purchase their own computer, but

must have frequent regular access to one that meets specifications. There are computer labs available for student use on our Levelland, Lubbock Center, and Reese Center campuses.

Microsoft Office 365 is now available to all SPC students. You will have access to email, file storage, and Microsoft Office applications: Word, Excel, PowerPoint, Access, Publisher, Outlook, Skype and OneDrive by logging into <https://office.com> or <http://portal.office.com/account/#installs> for more apps. All new student correspondence will be sent to their new o365 email account (student1234@southplainscollege.edu) and also forwarded to their Gmail account that will remain active.

### **Check Your Internet Access**

The computer you are using must be able to connect to the Internet and allow you to access the Blackboard website.

**To be able to participate in this online course, a student needs to have the following abilities:**

- Typing and word processing skills.
- Know basic functionality of a computer and how to do basic troubleshooting.
- Know how to connect to the Internet.
- Know basics of how the Internet works and how to search and conduct research using the Internet.
- Know how to attach and open documents in an e-mail message.
- Have basic file management skills.
- Know how to save and delete documents.

**RESPONSE TIMES:** You should expect responses from me within 48 hours to emails sent using Blackboard email. If you haven't received a response within that time, communicate to me again either through email and/or telephone. It is possible your initial communication had not been received. I will not guarantee a response to email during SPC scheduled school holidays or on weekends.

**COURSE WORK EVALUATION:** Semester grade will be determined using the following scale:

90-100	A
80-89	B
70-79	C
60-69	D
Below 60	F

Your grade for this course will be based on your performance in the following areas.

- Introduction/Syllabus Summary (5%)
- "Business - Mind Tap - Video Homework (20%)
- "Business – Mind Tap" - Weekly Homework (45%)
- "Business – Mind Tap" - Exams (30%)

**ASSIGNMENT POLICY/MATERIALS REQUIREMENTS:** It is extremely important to have read assigned online course content, the chapters in the textbook, and/or Internet readings prior to completing assignments. You should also find the resources within Blackboard helpful. (see calendar link in Blackboard for due dates).

**All assignments are due by 4:00 p.m. on the date posted on the course schedule/calendar. LATE WORK/ASSIGNMENTS WILL NOT BE ACCEPTED.**

**Although, your 1 lowest homework grade will be dropped at the end of the semester.**

**Introduction Assignment (due 9/1/24) (2.5%)**

Post your introduction in the **Course Content** link (on the left side menu within your Blackboard homepage). Click on the Week 1 folder = In the discussion forum, post in the topic “your introduction.” In the subject line put your name—example, “John Doe’s Introduction.” Please include the following in your introduction. This assignment will be keyed in the body of the message window, please feel free to say hello to your fellow classmates if you wish, and discuss anything that you might have in common.

- Major
- Spare time activities (or if you had spare time, what would you do?)
- Favorite class so far and why
- Business or work area interests or career goals

**Syllabus Summary Assignment (due 9/1/24) (2.5%)**

Submit an approximate one-page summary of this syllabus to me by clicking on the **Course Content** link (on the left side menu within your Blackboard homepage). Click on the Week 1 folder = The subject line of the discussion should read “Syllabus summary—Your name”. Do not include in the summary such things as my contact information, etc. that I already know. Include things you feel most important to remember during the semester. At the bottom of your summary, please state that you agree to the syllabus guidelines and put the current date by your name.

**Homework Assignments – “Business – Mind Tap” (45%)**

Weekly homework in “Business – Mind Tap” will be outlined in the semester schedule, opening Sundays at 6 AM and due the following Sunday at 4:00PM (you will have over a week to complete these assignments, remember that I do not accept late work). Please pay close attention to your semester schedule for due dates etc.

**Homework Assignments – Video Quizzes (20%)**

Weekly assignments focusing on real world business applications.

**Exams (30%)** There will be 4 exams covering three to four chapters each, over the major areas of study related to business listed under the course outline below plus the comprehensive final exam. Each exam will be released on Sunday mornings at 6:00 AM and will close on the following Sunday at 4:00 p.m. You will be able to click on the exam link and



**select the exam as soon as it is made available. When you begin the exam, you will have 1 hour and 15 minutes (75 minutes) to complete and submit the exam.**

\*\*\* Exams will be conducted online within the Mind Tap software. You do not have to come to campus to take these exams. You will not be able to print the exams when accessed. You will only be able to access the test once and you must take the test in one sitting—you will not be able to save and come back later to the test!

It will be very important for you to visit the Semester Schedule in Blackboard to see when exams are scheduled. \*\*\*

**MAKE-UP EXAM POLICY: I do not give make-up exams if you miss a test, BUT, if you do miss an exam, you will take the final exam to replace the exam you missed!**

The final exam will be comprehensive and will either replace the lowest score of the major chapter exams (even if the final exam score is lower) or replace one missed major chapter exam.

As of December 9th, 2024 all students with a “B” course average and below must take the Final Exam – If you have an “A” average in the course on December 9th, 2024 you are EXEMPT from the final exam.

For those students who must take the final exam, the grade that you make on the comprehensive final exam will replace the lowest score of your major chapter exams (even if the final exam score is lower) or replace one missed major chapter exam. If student does not take final comprehensive exam (“B” average students and below), final course grade will be lowered by one letter grade.

**COURSE OUTLINE:** These are the major areas of study that will comprise the chapters covered:

- The Environment of Business
- Trends in Business Today
- Management and Organization
- Human Resources
- Marketing
- Info. for Business Strategy and Decision Making
- Finance and Investment

**COMPUTER LABS:** There are several computer labs with the locations, and hours of operation below. You will need to present your SPC student ID at some of these locations.

- Levelland campus: Technology Center, Monday – Friday from 7:30 a.m. to 4 p.m.
- Reese campus library: Building 8, Monday – Thursday from 8 a.m. to 8 p.m. and Friday from 8 a.m. to 4 p.m.
- Reese campus: Building 8, Room 827. This lab is available first for students enrolled in computer classes then students enrolled in other courses. Hours will be posted on the door.
- Lubbock Center, Monday – Thursday from 8 a.m. to 7 p.m. and Friday from 8 a.m. to 4 p.m.

**TECHNICAL PROBLEMS/SUPPORT:** If you are having computer problems, you have to let me know. I will try to help you in any way that I can. E-mail [blackboard@southplainscollege.edu](mailto:blackboard@southplainscollege.edu) is

your first contact with technical problems related to the Blackboard program. I am your contact with content issues for the course. Please remember that it is your responsibility to have a backup plan if your computer goes down. Please have this plan in place now and do not wait until it is a crisis situation. If you lose your assignments due to bad flash drives, computer crash, or your dog ate your homework, there is nothing I can do about it. THIS IS YOUR WARNING TO HAVE A BACKUP PLAN IN PLACE.

**PLEASE DO NOT WAIT UNTIL THE LAST MINUTE TO TURN ASSIGNMENTS IN OR YOU MAY HAVE PROBLEMS!** Remember the saying “**TECHNOLOGY HAPPENS**”! So, it is strongly recommended to work on and submit assignments early before the date due.

## **General Course and Chapter Learning Objectives and Outcomes**

**Course Description:** This course is an introduction to the role of business in modern society. It includes an overview of business operations, analysis of the specialized fields within the business organization, and development of a business vocabulary.

**Course Learning Outcomes:** The student will describe the scope of business enterprise in the nation and the world today; identify major business functions of accounting, management, marketing, and economics; describe the relationships of social responsibility, ethics, and law in business; and define and apply business terminology.

**Course Competencies:** Upon successful completion of this course, the learner will have demonstrated their ability to learn the:

- (1) history and nature of business.
- (2) basic types of business and their forms of organization.
- (3) basic problems of management.
- (4) personnel requirements and problems.
- (5) basics of all business finance.
- (6) use of business information.
- (7) role of government on our business world.

### **Student Course Learning Outcomes**

**Student learning Outcome 1:** To understand and be able to describe the nature of American business. Upon completion of the course, the student is expected to be able to:

1. Identify and describe the different types of economic systems.
2. Identify the elements of private enterprise and various degrees of competition in the U.S. economic system.
3. Describe how issues of social responsibility and ethics affect business.
4. Explain various aspects of social responsibility such as: economic, socioeconomic, consumerism, employment practices and environmental.
5. Explain the basic for international trading.
6. Discuss trade restrictions between countries.
7. Identify how international businesses are financed.

**Student learning Outcome 2:** To understand trends in business today. Upon completion of the course, the student is expected to be able to:

1. Describe and explain the basic forms of business ownership.
2. Identify special types of business ownership.
3. Discuss small businesses and entrepreneurship participation in US economy.
4. Explain how franchising has increased entrepreneurship in US.
5. Explain the basic management functions.
6. Identify levels of management and specialization.
7. Identify types of managers and leadership styles.

**Student learning Outcome 3:** To understand the functions of management, organization and human resources. Upon completion of the course, the student is expected to be able to:

1. Explain how organization structures are developed.
2. Explain how organization structures are managed
3. Identify the different forms of organizational structures.
4. Identify and explain key human resource issues such as, recruiting, attracting, staffing, motivating, retaining and employees benefits.
5. Discuss some of historical perspectives on motivation...
6. Explain how various techniques are employed to motivate employees in the workplace.

**Student learning Outcome 4:** To understand the basic elements of the marketing concepts.

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

1. Explain the purpose of a marketing plan.
2. Identify and explain marketing concepts such as, product life cycle, branding, packaging and labeling.
3. Identify the key elements of promotion and marketing mix.
4. Explain ways marketers meet the need of consumers and industrial users.
5. Explain how channels of distribution are used to disseminate goods to the marketplace.

**Student learning Outcome 5:** To understand the concepts of financial management. Upon completion of the course, the student is expected to be able to:

1. Explain the role of accountants in business.
2. Explain and describe how basic financial statements are utilized by businesses to make decisions.
3. Distinguish between equity and debt financing.
4. Discuss the function of the Federal Reserve System.
5. Describe different types of financial institutions.