



BUSI 1301.088 Introduction to Business Online

Course Syllabus: Summer 2020

"Northeast Texas Community College exists to provide personal, dynamic learning experiences empowering students to succeed."

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| Office Hours | Monday | Tuesday | Wednesday | Thursday | Online |
|--------------|--------|---------|-----------|----------|--------|
| | | | | | Daily |

This syllabus serves as the documentation for all course policies and requirements, assignments, and instructor/student responsibilities.

Information relative to the delivery of the content contained in this syllabus is subject to change. Should that happen, the student will be notified.

Course Description: 3 credit hours.

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(s): None

Student Learning Outcomes:

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.

Evaluation/Grading Policy:

Each assignment is worth a set number of points. To figure your course grade you need to add all points together (daily work and tests). There are 900 possible points. The breakdown and scale are below:

| | | |
|------------------------|------------|-------------------|
| Discussion Boards | 100 | A = 810-900 |
| Quizzes | 200 | B = 720-809 |
| Exams (2 Exams) | 400 | C = 630-719 |
| Article Review Project | <u>200</u> | D = 540-629 |
| Total | 900 | F = 539 and below |

Tests/Exams:

Each exam is timed and is multiple choice. Exam 1 covers chapters 1-8 and Exam 2 covers chapters 9, 11-13 & 15-18.

Quiz Information:

All quizzes for this course will be completed and submitted via Blackboard (please see course schedule located in the Start Here folder in Blackboard for due dates).

Required Instructional Materials: Textbook: Boone, David E. and Kurtz, David L. Contemporary Business, 17th Edition.

Publisher: Wiley

ISBN Number: 978-1-119-32028-8

Optional Instructional Materials: None.

Minimum Technology Requirements: Daily high-speed internet access.

Required Computer Literacy Skills: Basic computer skills, working knowledge of Microsoft Word, Excel, and PowerPoint.

Course Structure and Overview: This course is presented as an on-line Blackboard LMS course. The course involves a collaborative teaching/learning style utilizing simulation exercises, projects, and additional instructional components.

Communications: Blackboard Messages and Blackboard Announcements will be the official form of communication for this course. You should also check your NTCC email account daily. Your email address is your first initial + your last name + the last three digits of your SSN. If you do not have a social security number, use the last three digits of your birth year. Your password is your birthday in the form of mmddyyyy (Ex: May 8, 1992 would be 05081992). Once you are logged in to the MyEagle portal, you can access your email by clicking on the Gmail icon. A good suggestion is to set up your email on your phone so that you will not miss important messages about the course.

Institutional/Course Policy:

Late Work Policy:

The word “assignments” refers to all work that is submitted via Blackboard or presented in class. Students are to submit assignments on or before the stated due date/time. Late assignments will only be accepted at the instructor’s discretion and will not receive full credit. Emergency situations will be handled on an individual basis.

Plagiarism:

In any written paper, you are guilty of the academic offense known as plagiarism if you half-copy or

copy another author's sentences or words. Usually this results in an automatic grade of "F" for the course. You cannot mix the author's words with your own or "plug" your synonyms into the author's sentence structure. To prevent unintentional borrowing, resist the temptation to look at the source as you write. **If you use another person's words, phrases, sentences, even if you are paraphrasing, you must cite the source.**

Withdrawal Policy/Date:

It is your responsibility to drop a course or withdraw from the college. If you stop attending the course without withdrawing, you will still receive a grade, whether passing or failing.

NTCC Academic Honesty/Ethics Statement:

NTCC upholds the highest standards of academic integrity. The college expects all students to engage in their academic pursuits in an honest manner that is beyond reproach using their intellect and resources designated as allowable by the course instructor. Students are responsible for addressing questions about allowable resources with the course instructor. Academic dishonesty such as cheating, plagiarism, and collusion is unacceptable and may result in disciplinary action. This course will follow the NTCC Academic Honesty and Academic Ethics policies stated in the Student Handbook. Refer to the student handbook for more information on these subjects.

ADA Statement:

It is the policy of NTCC to provide reasonable accommodations for qualified individuals who are students with disabilities. This College will adhere to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations as required to afford equal educational opportunity. It is the student's responsibility to request accommodations. An appointment can be made with the Academic Advisor/Coordinator of Special Populations located in Student Services and can be reached at 903-434-8264. For more information and to obtain a copy of the Request for Accommodations, please refer to the special populations' page on the NTCC website.

Family Educational Rights and Privacy Act (FERPA):

The Family Educational Rights and Privacy Act (FERPA) is a federal law that protects the privacy of student education records. The law applies to all schools that receive funds under an applicable program of the U.S. Department of Education. FERPA gives parents certain rights with respect to their children's educational records. These rights transfer to the student when he or she attends a school beyond the high school level. Students to whom the rights have transferred are considered "eligible students." In essence, a parent has no legal right to obtain information concerning the child's college records without the written consent of the student. In compliance with FERPA, information classified as "directory information" may be released to the general public without the written consent of the student unless the student makes a request in writing. Directory information is defined as: the student's name, permanent address and/or local address, telephone listing, dates of attendance, most recent previous education institution attended, other information including major, field of study, degrees, awards received, and participation in officially recognized activities/sports.

Tentative Course Timeline (*note* instructor reserves the right to make adjustments to this timeline at any point in the term): See next page.

| Week | Assignments | Due Date |
|---|--|--|
| Monday, June 8 – Sunday, June 14, 2020 | <ul style="list-style-type: none"> • Syllabus Acknowledgement Quiz • Chapters 1, 2, 3, and 4 Quizzes • Discussion 1 | Sunday, June 14, 2020 at 11:59 PM *discussions require you to respond to at least one other student's post – so don't wait until Sunday to post |
| Monday, June 15 – Sunday, June 21, 2020 | <ul style="list-style-type: none"> • Chapters 5, 6, 7, and 8 Quizzes • Discussion 2 * | Sunday, June 21, 2020 11:59 PM *Post and Respond |
| Monday, June 22 – Sunday, June 28, 2020 | <ul style="list-style-type: none"> • Exam 1 (Covers chapters 1-8) • Chapters 9, 11, 12, and 13 Quizzes • Discussion 3* • Begin Article Review Research** | Sunday, June 28, 2020 at 11:59 PM *Post and Respond **You need to begin research on your Article Review Projects |
| Monday, June 29 – Sunday, July 5 | <ul style="list-style-type: none"> • Chapters 15, 16, 17, and 18 Quizzes • Discussion 4* • Article Review (continues) ** | Sunday, July 5, 2020 at 11:59 PM *Post and Respond **You should be near completion of your article review project. |
| Monday, July 6 – Thursday, July 9, 2020 | <ul style="list-style-type: none"> • Article Review Project • Exam 2 (Covers chapters 9, 11-12, 15-18) | Thursday , July 9, 2020 at 11:59 PM |