



BUSI 1301.088 Intro to Business Online

Course Syllabus: May Minimester 2020

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

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	Monday	Tuesday	Wednesday	Thursday	Friday
Office Hours	Virtual/Blackboard	Virtual/Blackboard	Virtual/Blackboard	Virtual/Blackboard	Virtual/Blackboard

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.

Lecture/Lab/Clinical: Blended Course.

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:

- 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.

Evaluation/Grading Policy:

All quizzes are completed individually and submitted electronically through Blackboard. Please pay careful attention to the due dates. **Late work will NOT be accepted.**

This course adheres to the NTCC Academic Honesty and Ethics statements discussed below. In addition, if a student submits the work of anyone else, they and the other person (if possible) will earn a zero grade on that assignment. If this happens a second time, the student will be dropped immediately from class with a failing grade and a note of academic dishonesty placed on their permanent NTCC record.

Assignments:

All assignments for this course will be provided on the first day of the course and will be completed and submitted via Blackboard. Assignments, instructions, and files are accessible via Blackboard.

Tests/Exams:

2 Exams (200 points each).

Each exam will be completed during class and is multiple choice. Students will need to come to class prepared with a scantron and pencil.

Exam 1 covers chapters 1-8

Exam 2 covers chapters 9, 11-13 & 15-18

Chapter Quizzes: 16 Chapter Assignments (200 points total)

Chapters 1-16 quizzes are worth 12.5 points each, Chapter 17 quiz is worth 13 points, and Chapter 18 quiz is worth 12 points.

Quizzes are completed electronically through Blackboard and are presented in multiple choice format. Students will have two attempts on each quiz, but the most recent grade, not the highest grade, will be considered for final grade calculations. **No late work will be accepted.** See course schedule below for specifics.

Discussion Boards: 4 Discussion Board Assignments (25 points each)

Online discussion questions can be found under the caption **DISCUSSION BOARD** within **Blackboard (see course schedule for dates).**

To receive full credit for the discussion assignments an individual response as well as a comment on another student's post must be submitted. If only an individual comment is posted (and a posting on a fellow classmate's is not made), then only half of the available points will be granted. **No late work will be accepted.** See course schedule below for specifics.

Article Review Project (200 points)

Students are to complete an article review based on a topic from a predefined list.

Following are 5 subject areas of business. Your assignment is to select 1 from the list of business topics below. Conduct research and locate an article that addresses the topic you selected as the main idea.

Topic 1: Management

Topic 2: Entrepreneurship

Topic 3: Marketing

Topic 4: Human Resource Management

Topic 5: Financial Management

Conduct an article review on the selected article.

To complete the assignment, submit the article review via the assignment link in Blackboard. View the additional documents in the folder that provide details regarding what constitutes a good article review as well as an example.

Each case should be type-written in Microsoft Word and completed in **1 page, single-spaced** (or 2 pages double spaced). Submit as an attachment in the Assignments folder by the due date provided in the assignment AND in the Course Calendar located under the Start Here folder. The article review should be submitted as a Microsoft Word document under the Article Review Project assignment folder.

****Note:** A two-page double-spaced response is necessary to capture the article review requirements with the necessary level of breadth and depth.

Article review should contain the following:

1. an opening paragraph or two - an **overview** of the article
2. a few paragraphs that relate to the **strengths** and **weaknesses** of the article
3. a **conclusion**

Before writing an article review, re-read the chapter and or chapter sections regarding your selected subject area AND locate and read at least 2 other articles that relate to your selected topic. Then select the article you want to review. Suggested databases to search for articles are Google Scholar (NOT Google) and our library databases. NTCC Librarians, Ron Bowden and Heather Shaw are very helpful and great resources that students are encouraged to utilize. The more articles and recourses you read about your selected topic(s) the more information you will have and better be able to review and analyze an article.

This is not a project to start on the day it is due. Allow yourself enough time to dedicate an adequate amount of attention to this project. Use APA 6th edition format for citations. A copy of the article is NOT required; however, a citation of the article is required. Unsure how to properly cite? You are not alone. View the Citation Style Guides located under the NTCC Library link and use the Knight Site feature.

Please remember that these projects should be your own work—plagiarism (taking someone else's work or ideas and passing them off as one's own) will not be tolerated. Copying from another source and using block quotations from another source is not representative of your own work. Credit will not be given for cut and paste papers with block quotations (an extract consisting of more than 40 words from another author's work).

Please review the college policy and the course syllabus for details regarding academic honesty. Please use reputable internet websites; **do NOT utilize any Wikipedia or comparable citations.** Failure to include citations and references will result in an F. **Late case studies will not be accepted.**

Rubric can be found on last page of this syllabus.

Final Grades

This course is set up on a point scale. You can calculate your grade at any time as all point values are listed on this syllabus. **Your final course grade will be based upon this scale only. There are NO extra credit opportunities. In addition, there are no “retakes” for any assignments or exams.** The scores that you receive on your original submissions will be what is counted toward your final grade. Please understand that I must adhere to this grading policy for all students so exceptions will not be made.

Discussions	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

Required Instructional Materials:

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:

High-speed internet access

Required Computer Literacy Skills:

None

Course Structure and Overview:

Several elements are essential for your success in this course. You will need to understand these fully prior to starting the course:

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

Teaching Methods:

- This is a college course and participation is essential to learning the required material. A portion of your grade is based on your attendance/participation.
- To receive full credit on assignments, they must be submitted when due. Late work, including exams will NOT be accepted.
- To receive full credit for the course, all project and exam criteria must be met.
- Cheating will not be tolerated and is subject to expulsion

The following study sequence will maximize your chances for mastering each lesson in this course:

- Attend class regularly and on time.
- Demonstrate knowledge of all learning objectives as determined and approved by the instructor.
- Read all materials and do all work on time and in a quality manner as dictated by the group and/or by the instructor.
- In addition to the textbook material, students are encouraged to read current articles in newspapers, etc. in order to best prepare for course projects and retain applicable information from the course.
- Take responsibility for the learning process.
- Cooperate freely with other students on the project and other class assignments.
- Complete all exams and coursework.
- Remember, this is a college course and it is crucial to be prepared for every assignment, report, and exam.
- Students are ONLY to do their OWN work, those submitting duplicate or like

- assignments/tests will face disciplinary action as stated in the student handbook.
- Make sure you read ALL the information on the Blackboard course you are taking and be sure to read the entire assignment.
 - You will be required to utilize the Blackboard online learning software. Blackboard can be accessed through the NTCC website and login information is available on the college website.
 - Please note that the last day to withdraw from this course with a grade of “W” is set by the college each semester. Please review the NTCC academic calendar for this date. If you do not for any reason complete the course requirements and you fail to officially withdraw from this course, you will receive a grade of “F”.

Communications:

The preferred method of communication is via Blackboard Messages. Please ask questions when unsure about something. Students may contact the instructor via Blackboard Messages, email at lharwell@ntcc.edu, cell phone (903) 767-0056 (between the hours of 9:00 a.m. and 9:00 p.m.), or office phone (903) 434-8129. When calling please leave a message with your name and course ID. If texting, students should also identify themselves in each set of text messages. Please make text messages as specific as possible. Texting “I don’t understand anything about this assignment” does not provide your professor with enough information to help you. Do not submit the assignment and ask questions in the comments area. The instructor's policy is to grade what is submitted, and rarely allows assignment resubmissions. The time to ask is BEFORE an assignment is submitted. If a student is repeating this class, please note that there are often assignment changes made. It is required that students re-create each assignment. Significant grade reductions will occur when a student submits a previous semester's work.

Institutional/Course Policy:

Blackboard will be used for file submission, but you will need to keep a copy of all work in case of error or file corruption.

You should check your NTCC email account daily. This email account will be the official form of communication for this course. 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.

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 work is **not** accepted.

Attendance Policy:

Students should attend each class meeting and be on time. A portion of your grade is based on your attendance/participation.

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:

See next page

(*note* instructor reserves the right to make adjustments to this timeline at any point in the term):

Introduction to Business (BUSI 1301.088) May 2020 - Course Schedule		
Section / Item	Assignments	Due Date
Syllabus Acknowledgement	Syllabus Acknowledgement Quiz	<i>Syllabus Acknowledgement Quiz</i> is due Tuesday, May 19th at 11:59PM
Section 1 Monday, May 18th - Thursday May 21st	Discussion 1 Chapters 1, 2, 3, & 4	<i>Discussions 1 & Chapters 1-4 Quizzes</i> are due Thursday, May 21st at 11:59PM
Section 2 Friday, May 22nd - Monday May 25th	Discussion 2 Chapters 5, 6, 7, & 8	<i>Discussion 2 & Chapters 5-8 Quizzes</i> are due Monday, May 25th at 11:59PM
<i>EXAM 1</i> Monday, May 25th - Tuesday, May 26th	<i>EXAM 1</i>	<i>Exam 1 will be available Monday, May 25, 2020 and is due Tuesday, May 25th at 11:59PM</i>
Section 3 Tuesday, May 26th - Friday, May 29th	Discussion 3 Chapters 9, 11, 12, & 13	<i>Discussion 3 & Chapters 9, 11, 12, & 13 quizzes</i> are due Friday, May 29th at 11:59PM
Section 4 Saturday, May 30th - Tuesday, June 2nd	Chapters 15, 16, 17, & 18 Discussion 4	<i>Discussion 4 & Chapters 15-18 Quizzes</i> are due Tuesday, June 2nd at 11:59PM
<i>EXAM 2</i> Wednesday, June 3rd - Thursday, June 4th	<i>EXAM 2</i>	<i>Exam 2 will be available on Wednesday, June 3rd and is due on Thursday, June 4th at 11:59PM</i>
ARTICLE REVIEW PROJECT Wednesday, June 3rd - Friday, June 5th	PROJECT	<i>Article Review Project</i> is due Friday, June 5th at 11:59PM

BUSI 1301 Article Review Project Rubric

Goal - Students will be able to demonstrate competency in the area of business selected.

Performance Criteria	Below Expectations	Meets Expectations	Exceeds Expectations	Score
Effective introduction to the selected topic	Student does not provide background information relevant to the chosen topic or overview of the associated article	Student adequately introduces the chosen topic and provides an overview of the associated article	Student adequately introduces the business topic, provides background information, and a thorough overview of the article	40
Critically analyze the strengths and weakness of the article	Student does not analyze the strengths and weaknesses of the article	Student adequately analyzes the strengths and weaknesses of the article	Student adequately analyzes the strengths and weaknesses of the article and provides a detailed discussion	40
Conclusion	Student does not provide a conclusion	Student provides a thoughtful conclusion that adequately reflects the article and associated topic	Student provides a thoughtful conclusion that adequately reflects the article and associated topic along with a detailed discussion	40
Chosen article and review reflective of course curriculum	Student's article review did not reflect course curriculum	Student's article review correctly reflected course curriculum	Student's article review correctly reflected course curriculum and provided a detailed explanation of topic as it reflects the course curriculum	25
References	References are not or mostly not presented	Complete references and in-text citations are generally present	Sources of presented information are clearly and fairly represented and in-text citations are accurately utilized	20
Effective use of structure and grammar	Numerous instances of improper spelling, punctuation, paragraph or sentence structure; meaning obscured	Mostly proper spelling, punctuation, and paragraph and sentence structure	Proper spelling, punctuation, and paragraph and sentence structure	20
Article review presentation and length	Article review was not presented in an organized format and did not meet the minimum length requirement	Article review was presented in an organized format and met the minimum length requirement	Article review was presented in an organized format, was easy to follow, and met or exceeded the minimum length requirement	15
			TOTAL SCORE	200

