



# **BUSI 1301.001 Intro to Business F2F**

**Course Syllabus: Spring 2020**

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

**Instructor: Linsey Harwell**

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	Monday	Tuesday	Wednesday	Thursday	Friday
<b>Office Hours</b>	8:15 a.m.–9:30 a.m. 11:00 a.m.–12:00 p.m. 1:30 p.m.–2:30 p.m.	8:15 a.m.–9:30 a.m. 11:00 a.m.–12:00 p.m.	8:15 a.m.–9:30 a.m. 11:00 a.m.–12:00 p.m. (March 25 <sup>th</sup> –May 6 <sup>th</sup> ) 1:30 p.m.–2:30 p.m. (Jan. 21 <sup>st</sup> – March 11 <sup>th</sup> )	8:15 a.m.–9:30 a.m. 11:00 a.m.–12:00 p.m.	

***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.

**Business Plan Project:** Group Project (200 points)

Students are to complete the business plan project with a group of up to 3 members. Plans submitted with more than 3 members will receive a 20-point deduction (unless approved in advance by the instructor). If you do not have a group to participate with you will either need to work your way into a group prior to September 22<sup>nd</sup> or complete the project individually.

**\*\*ONE PERSON FROM EACH GROUP WILL NEED TO SEND THE LIST OF THEIR GROUP MEMBERS TO THE INSTRUCTOR VIA BLACKBOARD MESSAGES BY FEBRUARY 16, 2020\*\***

The Business Plan should be submitted as a PowerPoint presentation with a *minimum* of one slide per topic listed under the Outline of a Business Plan in Appendix D of your textbook *and* the attached rubric. The Business Plan should consist of a business that produces a product or service for the local community with the goal of expansion. Be sure to include the names of all group members on the first slide. Only one person from each group should submit the project. Visuals such as charts and graphs are expected when appropriate, however, be sure to not overuse visuals as they can take away from the presentation and delivery of information. Voice notes/Audio Recordings should be inserted in each slide and should provide a thorough analysis of the information provided on the slide. Please be sure that your slides adequately address the business and all sections addressed in the book as this will be the only submission for the project. Sources should be cited.

It is critical that you submit a project as a group or individually as it is hard to get a zero on this project and successfully complete this course unless you have an A average in all other areas of the course (exams, attendance, and quizzes).

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.

Attendance	100	A = 810-900
Quizzes	200	B = 720-809
Exams (2 Exams)	400	C = 630-719
Business Plan 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 a lecture course and will involve 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 8:00 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 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.

**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):

<b>BUSI 1301.001 - Intro to Business Spring 2020 Course Schedule</b>
<b>Week 1</b> Course Introduction Syllabus Acknowledgement due by Sunday, February 2nd at 11:59 PM
<b>Week 2</b> Chapter 1 & 2 Quizzes Due Sunday, February 2nd at 11:59PM
<b>Week 3</b> Chapter 3 & 4 Quizzes Due Sunday, February 9th at 11:59PM
<b>Week 4</b> Chapter 5 Quiz Due Sunday, February 16th at 11:59PM Group Identification - Due Sunday, February 16th at 11:59PM
<b>Week 5</b> Chapter 6 Quiz Due Sunday, February 23rd at 11:59PM
<b>Week 6</b> Chapter 7 Quiz Due Sunday, March 1st at 11:59PM
<b>Week 7</b> Chapter 8 Quiz Due Sunday, March 8th at 11:59PM
<b>Week 8</b> Exam 1 - Completed in class on Wednesday, March 11th
<b>Week 9</b> Chapter 9 Quiz Due Sunday, March 29th at 11:59PM
<b>Week 10</b> Chapter 11 Quiz Due Sunday, April 5th at 11:59PM
<b>Week 11</b> Chapter 12 & 13 Quizzes Due Sunday, April 12th at 11:59PM
<b>Week 12</b> Chapter 15 Quiz Due Sunday, April 19th at 11:59PM
<b>Week 13</b> Chapter 16 & 17 Quizzes Due Sunday, April 26th at 11:59PM
<b>Week 14</b> Chapter 18 Quiz Due Sunday, May 3rd at 11:59PM
<b>Week 15</b> Business Plan Project due Monday, May 4th at 11:59PM Exam 2 - Completed in Class on Wednesday, May 6th

BUSI 1301 Intro to Business  
Business Plan Project Rubric

**Business Plan Criteria**

Points Earned	Points Possible	
	15	Creativity of Business Idea (Will this type of company work within the local community)
	15	Executive Summary
	15	Mission Statement
	15	Introduction of Company (General description of the business)
	15	Business Ownership (sole proprietorship, partnership, corporation, etc.) How is the ownership divided?
	15	Management Team (organization chart and associated duties)
	15	Production/Operations (How is the product/service delivered to the customer)
	15	Marketing Plan (clearly identified?) Target Market accurately defined Demographics, Trends, Market Penetration, Potential Sales Revenue
	15	Management SWOT Analysis was accurately addressed Identification of competition and strategy for competitive advantage Assessment of risk Quality and Control was addressed
	15	Human Resource Management Motivation Techniques Hiring, Training, and Retaining Employees Employee Evaluation - how are employees evaluated
	15	Economic conditions of target market were taken into consideration and reflective in pricing structure of company
	15	Finance/Accounting Start-up costs were identified and properly addressed through financing and/or owner contributions Income Statement was realistic and projected out for 2 years
	5	Expansion Plans
	10	Professional Appearance Charts/Graphs and other visuals used appropriately
	5	Grammar

