



BUSI 1301.083 Business Principles – Online

Course Syllabus: Spring 2024

“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	9:30 a.m. - 12:00 p.m.	8:15 a.m. - 11:00 a.m.	8:15 a.m. - 9:20 a.m. 11:00 a.m. - 12:00 p.m.	8:15 a.m. - 11:00 a.m.	By appointment only

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: Online.

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/assignments/discussions/exams/projects are completed individually and submitted electronically through Blackboard. Each assignment is worth a set number of points. Assignment grades will be posted within 5 days of the posted due date. 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 electronically in Blackboard. Exams are timed and students will only have one attempt to complete. **No late work will be accepted.** See course schedule for specifics.

Exam 1 covers chapters 1-8

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

Chapter Quizzes: 16 Chapter Quizzes (10 points each)

Chapters 1-8, 9, 11-13, 15-18 quizzes are worth 10 points each.

Quizzes are completed electronically through Blackboard and are presented in multiple choice format.

Quizzes are timed and students will only have one attempt to complete. **No late work will be accepted.** See course schedule below for specifics.

Discussion Board: 1 Discussion Questions (40 points)

Discussion board topics can be found in Blackboard under the Discussions link. All discussion questions must be answered in paragraph form using correct grammar and sentence structure. Students must post their initial response and then respond to at least one other student's post. Discussion(s) length requirements are provided in Blackboard under the Discussion topic link.

Written Chapter Assignments: 4 Written Chapter Assignments (50 points each)

Chapters 4, 5, 7, and 15 include written assignments. Students are to review the chapters and corresponding information/resources and submit their response under the appropriate Blackboard Assignment link.

Responses should be typed in the corresponding essay textbox provided under the Blackboard assignment link and be presented in paragraph form (do not submit a list of items). Responses should be representative of the student's own thoughts in their own words. **Plagiarism will not be tolerated. These assignments are NOT optional. Students must submit attempts for each written assignment or their final course grade may be reduced by 20%.**

Business Ethics Review Project: Individual Project (200 points)

Students are to conduct research on the company of their choosing from the list provided in Blackboard. Students will need to review the company website – identify the company's ethical practices (ethical awareness, ethical education, ethical actions, and ethical leadership). Identify any ethical dilemmas and ethical lapses found and how these issues were handled. Every company listed has been in the news regarding questionable actions – research until you find it/them. Sources used need to be credible and cited in the review.

The ethical review should be submitted as a PowerPoint presentation that includes audio recordings. 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 required topics as this will be the only submission for the project. The audio recordings can easily be inserted in a PowerPoint presentation by navigating to the Insert tab on the Ribbon in PowerPoint, then clicking the Audio button,

and then choosing Record Audio. A new dialog box will appear and you will be prompted to enter a name for the audio recording and then you can click the red circle to start recording your voice inputs for the active slide. *Presentations that do not include audio recordings on each slide will not receive a passing grade.*

Visuals such as images and/or charts should be utilized when appropriate, but should not be overused in a way that will detract from the presentation. Points will be reduced if your presentation does not include appropriate visual resources.

When recoding the audio inputs for the presentation, be sure to describe the importance and effects of ethical practices on the company. Also, explain integrity, ethics, and social responsibility as they relate to the leadership and management of the company. Provide your reaction to the ethical dilemmas (do you feel the company handled the situation correctly)? Could they have handled it differently? Do they have a plan in place to help ensure it does not happen again?

Your PowerPoint presentation, at a minimum, must include a thorough analysis of the follow:

- An introductory slide providing an overview of the company
- A slide or two identifying the company's ethical practices – you should be able to find on the company's website (ethical awareness, ethical education, ethical actions, and ethical leadership).
- A slide or two regarding current or previous ethical dilemmas (what are the dilemmas, how were they handled, outcomes, etc.).
- A slide or two addressing your personal reaction to the ethical conduct of the company.
- A conclusion slide or two.
- A slide that includes references (APA guidelines should be followed). Students are not required to insert an audio recording on the references slide.
- Your presentation must include a minimum of 7 slides and should not exceed 11 slides.

You will use the TurnItIn assignment link provided in Blackboard to submit your presentation. This link will complete a match report and check for Artificial Intelligence (AI) use within in the presentation. Please be sure you check the match report. The flagged use of AI in the project submission or a match report above 30% will result in a grade of zero points.

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 presentations with block quotations (an extract consisting of more than 40 words from another author's work). Be sure to use reputable internet websites; do NOT utilize any Wikipedia or comparable citations. Failure to include citations and references will result in an F. Please review the college policy and the course syllabus for details regarding academic honesty.

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.

		<u>Point Scale for Final Grades</u>
Discussion Board (1)	40	A = 1000-900
Quizzes (16)	160	B = 899-800
Exams (2 Exams)	400	C = 799-700
Business Ethics Project (1)	200	D = 699-600
Written Assignments (4)	<u>200</u>	F = 599 and below
Total	1,000	

Required Instructional Materials:

WileyPlus (Inclusive Access) - Boone, David E. and Kurtz, David L. Contemporary Business, 18th Edition.

Publisher:

Wiley

ISBN Number:

9781119498445

Optional Instructional Materials:

None

Minimum Technology Requirements:

- Daily high-speed internet access
- Microsoft Word
- Internet Browser

Required Computer Literacy Skills:

- Basic computer usage skills
- Working knowledge of Microsoft Word, Excel, and PowerPoint
- Email skills

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 all online course and will involve a collaborative teaching/learning style utilizing simulation exercises, projects, and additional on-line instructional components as necessary.

1. All courses require extensive engagement (with other students, the instructor, and the course materials) as well as timely completion of assignments/quizzes/exams/discussion boards. Items are due weekly, and sometimes each day of the week (see course schedule for specific due dates). Thus, keeping up with the schedule is essential to your success. Your personal schedule must allow you to keep up with the due dates for the readings and other assignments. **Late work is not allowed in this course, so you must plan your schedule carefully.**
2. You must have continuous access to a working and dependable computer and Internet provider.
3. The following study sequence will maximize your chances for mastering each lesson in this course:
 - a. Read the lesson overview and learning objectives.
 - b. Read assigned material in the textbook or eBook.
 - c. Review the learning objectives.
 - d. Review the PowerPoint and take notes as needed (i.e., connected to lesson objectives)
 - e. Complete and submit all assignments in Blackboard.
 - f. Be sure to participate in the Discussion Questions as assigned by writing your original responses and posting peer replies. These will add points to your course grade.
 - g. Complete all assignments on time.
 - h. Be sure to contact your instructor when you have questions or need help.

Communications:

- **Email:** Please check your NTCC email EVERYDAY. Email is the official form of communication used here at NTCC. All emailed questions to the instructor will be responded to within 24 hours (Monday-Friday), but usually within a few hours when possible. My email address is lharwell@ntcc.edu.
- **Phone:** My office phone number is 903-434-8129, however, if you need immediate assistance, you may call my cell phone at 903-767-0056 (please do not call or text before 8:00 a.m. or after

9:00 p.m.). I do not respond to long detailed questions via text message.

- **Announcements:** These can be found in Blackboard under the course link on your Blackboard homepage. Please make sure you are reading any announcements thoroughly when they are posted.
- **Blackboard Messages:** These can be found in Blackboard under the Messages link in your Blackboard course. Please check DAILY.

Video Recording of Course Activities

Certain portions of this course may be recorded via video conferencing software to assist students in course material review or later viewing by a student who was not able to attend the live session. The recordings will be made available only to students within the course and will cease to be available upon completion of the course. Students may not retain, reproduce, or share recordings.

Institutional/Course Policy:

All courses require extensive engagement (with other students, the instructor, and the course materials) as well as timely completion of assignments. Many assignments are due weekly. Thus, keeping up with the schedule is essential to your success. Your personal schedule must allow you to keep up with the due dates for the readings and other assignments. Late work is not allowed in this course, so you must plan your schedule carefully. 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:

As this is an online course, students are expected to participate regularly (daily/weekly) and complete all assigned work. Excessive absences (two consecutive weeks of no participation) *may* result in the student being dropped from the class or having their grade average reduced. Attempt will be made to contact you before this happens, but should an emergency arise, you will need to contact your instructor by phone or email should you not be able to meet this requirement. Please see the schedule of classes for the last day to withdraw. Religious Holy Days: please refer to the current Northeast Texas Community College Student Handbook.

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.

Alternate Operations During Campus Closure and/or Alternate Course Delivery Requirements:

In the event of an emergency or announced campus closure due to a natural disaster or pandemic, it may be necessary for Northeast Texas Community College to move to altered operations. During this time, Northeast Texas Community College may opt to continue delivery of instruction through methods that include, but are not limited to: online through the Blackboard Learning Management System, online conferencing, email messaging, and/or an alternate schedule. It is the responsibility of the student to monitor NTCC's website (<http://www.ntcc.edu/>) for instructions about continuing courses remotely, Blackboard for each class for course-specific communication, and NTCC email for important general information.

Additionally, there may be instances where a course may not be able to be continued in the same delivery format as it originates (face-to-face, fully online, live remote, or hybrid). Should this be the case, every effort will be made to continue instruction in an alternative delivery format. Students will be informed of any changes of this nature through email messaging and/or the Blackboard course site.

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 1301.083) Spring 2024 - Course Schedule		
Week	Assignments	Due Date
Week 1: Monday, March 18 th – Sunday, March 24 th	<ul style="list-style-type: none"> • Syllabus Acknowledgement Quiz • Discussion Board Response – Student Introduction • Chapters 1 & 2 Quizzes 	<p><i>Sunday, March 24th at 11:59PM</i></p> <p><i>*Discussion questions must be answered in complete sentences using correct grammar. Discussions also require you to respond to at least one other student's posts.</i></p>
Week 2: Monday, March 25 th - Sunday, March 31 st	<ul style="list-style-type: none"> • Chapters 3, 4, & 5 Quizzes • Chapter 4 Written Assignment • Chapter 5 Written Assignment 	<p><i>Sunday, March 31st at 11:59PM</i></p> <p><i>*Written Assignments – Responses should be presented in paragraph form (do not submit a list of items). Responses should be representative of the student's own thoughts in their own words. Plagiarism will not be tolerated.</i></p>
Week 3: Monday, April 1 st – Sunday, April 7 th	<ul style="list-style-type: none"> • Chapters 6, 7, & 8 Quizzes • Chapter 7 Written Assignment 	<p><i>Sunday, April 7th at 11:59PM</i></p> <p><i>*Written Assignments – See assignment instructions in Blackboard. Responses should be representative of the student's own thoughts in their own words. Plagiarism will not be tolerated.</i></p>
EXAM 1	<ul style="list-style-type: none"> • Exam 1 will be available on Monday, April 8th and is due by 11:59PM on Wednesday, April 10th 	<p>WEDNESDAY, APRIL 10th at 11:59PM</p>
Week 4: Monday, April 8 th – Sunday, April 14 th	<ul style="list-style-type: none"> • Chapter 9 Quiz • Continue research on your Ethics Review Project 	<p><i>Sunday, April 14th at 11:59PM</i></p>

<p>Week 5: Monday, April 15th – Sunday, April 21st</p>	<ul style="list-style-type: none"> • Chapters 11, 12, & 13 Quizzes 	<p><i>Sunday, April 21st at 11:59PM</i></p>
<p>Week 6: Monday, April 22nd – Sunday, April 28th</p>	<ul style="list-style-type: none"> • Chapters 15, 16, 17 & 18 Quizzes • Chapter 15 Written Assignment 	<p><i>Sunday, April 28th at 11:59PM</i></p> <p>* Written Assignments – Responses should be presented in paragraph form (do not submit a list of items). Responses should be representative of the student’s own thoughts in their own words. Plagiarism will not be tolerated.</p>
<p>Week 7: Monday, April 29th – Sunday, May 5th</p>	<ul style="list-style-type: none"> • Ethical Review Project 	<p><i>Ethical Review Project is due by 11:59PM on Sunday, May 5th</i></p> <p>*Ethics Review Project – Closely review the assignment instructions in Blackboard. Submissions should be representative of the student’s own thoughts in their own words. Plagiarism will not be tolerated.</p>
<p>EXAM 2</p>	<ul style="list-style-type: none"> • Exam 2 will be available on Monday, May 6th and is due by 11:59PM on Wednesday, May 8th 	<p>WEDNESDAY, MAY 8th at 11:59PM</p>

Ethical Review Project Rubric

Objective/Criteria	Performance Indicators				
	Unacceptable	Minimally Responsive	Satisfactory	Very Good	Excellent
Overview of the company and your view of the ethical position of the company.	0 Points	5 Points	15 Points	25 Points	35 Points
	Communicates an unclear and unintelligible overview of the company OR No overview at all.	Communicates somewhat muddled, unclear, and rambling overview of the company and their ethical position	Communicates a clear but shallow overview; may be excessively brief or may include extraneous information	Communicates a clear and concise overview of the company and the company's ethical position	Communicates a very thorough, clear, and concise overview of the company and the company's ethical position.
Identifies the company's ethical practices and if the company is in compliance.	0 Points	5 Points	15 Points	25 Points	35 Points
	Does not identify the ethical practices of the company.	Communicates a somewhat muddled, unclear identification of the ethical practices of the company.	Communicates a clear but shallow identification of the ethical practices of the company.	Clearly and concisely identifies the ethical practices of the company.	Thorough, clear, and concise identification of the ethical practices of the company using specific examples and references.
Identifies an ethical dilemma and if the company's response is in compliance with their ethical standards.	0 Points	5 Points	15 Points	25 Points	35 Points
	Does not communicate an ethical dilemma the company has encountered.	Conveys an unclear identification of the ethical dilemma.	Conveys a clear but shallow identification of the ethical dilemma.	Clearly and concisely communicates the ethical dilemma.	Conveys a thorough, clear and concise discussion of the ethical dilemma and if the company's reaction aligns with their ethical standards.
Identifies and describes personal reaction to the ethical conduct of the company as well as provides a relative conclusion	0 Points	5 Points	15 Points	25 Points	35 Points
	Provides an unclear, unintelligible and illogical description of personal reaction OR No description of personal reaction at all.	Attempts to communicate your personal reaction to the ethical conduct of the company, but lacks a logical flow and reaction is muddled; no discussion of any relevant issues.	Communicates your personal reaction to the ethical conduct of the company; includes no discussion of the relevant issues.	Communicates your personal reaction to the issue; includes a simplistic discussion of the relevant issues	Thoroughly communicates your personal reaction; includes discussion of the relevant issues.

Delivery, Enthusiasm, Content/Organization	0 Points	5 Points	15 Points	25 Points	35 Points
	Does not communicate an understanding of the topic. Minimum usage of audio recordings.	Demonstrates little to no enthusiasm towards topic, fails to increase the audience's understanding of the company and ethical concern, and/or does not have a solid grasp of the information presented. Limited usage of audio recordings.	Demonstrates minimum feelings about the topic being addressed, slightly raises the audience's understanding of the topic/concern, and/or has limited knowledge on the information presented. Contains reasonable number of audio recordings.	Demonstrates some enthusiasm towards the topic, increases the audience's understanding of topic/concern, and communicates a somewhat clear understanding of the topic. Each slide, excluding references slide, includes audio recordings.	Demonstrates strong enthusiasm towards the topic being addressed, substantially increases the audience's understanding of the topic, and communicates a strong understanding of the topic. Each slide, excluding references slide, includes thorough audio recordings of the information presented.
Grammar, mechanics, formatting, APA style for references and citations	0 Points	5 Points	10 Points	15 Points	25 Points
	Does not contain information regarding title, name, article source or date. Countless errors in grammar, spelling, and punctuation. No citations/references noted. Does not follow presentation guidelines or include visuals.	Contains incorrect information regarding title, name, source and date. Contains numerous errors in grammar, spelling, and punctuation. Consistently fails to use APA formatting for citations/references. Somewhat follows presentation guidelines and includes limited visuals.	Contains mostly correct information regarding title, name, source and date. Contains frequent errors in grammar, spelling, and punctuation. Inconsistent use of APA formatting for citations/references. Follows majority of presentation guidelines and includes visuals.	Contains all correct information regarding title, name, source and date. Contains accurate and proper grammar, spelling, and punctuation. Consistently uses proper APA formatting for citations/references. Follows presentations guidelines and incorporates visuals throughout presentation.	Contains all correct information regarding title, name, source and date. Consistently contains accurate and proper grammar, spelling, and punctuation. Clearly and consistently uses proper APA formatting for citation/references. Follows presentation guidelines throughout presentation and incorporates appropriate and supporting visuals on each slide.