



# **BUSI 1301.083 Business Principles – Online**

**Course Syllabus:** Spring 2026

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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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Office Hours	Monday	Tuesday	Wednesday	Thursday	Friday
	9:00 a.m. – 12:00 p.m.	8:30 a.m. – 11:00 a.m.	8:30 a.m. – 9:30 a.m. 11:00 a.m. – 12:00 p.m.	8:30 a.m. – 11:00 a.m.	By Appointment

***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:**

- 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:**

### **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, 11-14 & 16-18

### **Chapter Quizzes:** 16 Chapter Quizzes (10 points each)

Chapters 1-8, 9, 11-14, 16-18 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 3, 5, 7, and 16 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 and/or collusion 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.

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.

When recording 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.

**\*\***Your audio recordings should not be a voice overlay of only the information typed on the individual slides. The slides should only include a bulleted list of items that will be expanded upon in your audio recordings. Presentations that include audio recordings of just the words typed on the 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.

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

- An introductory slide providing an overview of the company. *This should include the name of the business, the founder, when it was founded, location of headquarters, how many locations, how many countries the organization serves, what product and/or services the company provides, the company's net worth, and the company's mission statement.*
- A slide or two identifying the company's ethical practices – you should be able to find on the company's website. *Describe how the company handles ethical awareness, ethical education, ethical actions, and ethical leadership -- use specific examples.*
- A slide or two regarding current or previous ethical dilemmas. *Be thorough in your discussion of the dilemma by explaining the dilemma, why is it considered an ethical dilemma (does it align with the company's mission statement and/or what they say they stand for), how was the dilemma handled, what were the outcomes of the dilemma (public reaction, impact to profit, etc.). Do they have a plan in place to help ensure it does not happen again?*
- A slide or two addressing your personal reaction to the ethical conduct of the company. *Be thorough in your response and provide supporting information as to why you feel the way you do about the situation. Do you feel the company handled the situation correctly? Could they have handled it differently? If so, how?*
- A conclusion slide or two. *Wrap up your presentation by describing the results of the ethical dilemma, the consequences to the organization, and the importance of ethical business practices.*
- *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 assignment link provided in Blackboard to submit your presentation. This link will complete a match report and check for Artificial Intelligence (AI) use within the presentation. 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 and/or collusion will not be tolerated. Copying from another source and using block quotations from another source is not representative of your own 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.

**\*\***Projects **MUST** be submitted as a **PowerPoint presentation** as the audio recordings are not accessible if submitted as a PDF.

Late projects will not be accepted.

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.

Discussion Board (1)	40
Quizzes (16)	160
Exams (2 Exams)	400
Business Ethics Project (1)	200
Written Assignments (4)	200
<b>Total</b>	<b>1,000</b>

#### **Point Scale for Final Grades**

A = 1000-900

B = 899-800

C = 799-700

D = 699-600

F = 599 and below

### **Required Instructional Materials:**

Contemporary Business, 19th Edition with WileyPlus (Inclusive Access) - Boone, David E. and Kurtz, David L.

#### **Publisher:**

Wiley

#### **ISBN Number:**

9781119812593

### **Optional Instructional Materials:**

None

### **Minimum Technology Requirements:**

- Daily high-speed internet access
- Microsoft PowerPoint
- 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:

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.
  - 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 daily. 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](mailto: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.

## **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 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. An 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.

## **Statement Regarding the Use of Artificial Intelligence (AI) Technology:**

Absent a clear statement from a course instructor, use of or consultation with generative AI shall be treated analogously to assistance from another person (collusion). Generative AI is a subset of AI that utilizes machine learning models to create new, original content, such as images, text, or music, based on patterns and structures learned from existing data (Cornell, Center for Teaching Innovation). Unauthorized use of generative AI tools to complete an assignment or exam is not permitted. Students should acknowledge the use of generative AI and default to disclosing such assistance when in doubt. Individual course instructors

may set their own policies regulating the use of generative AI tools in their courses, including allowing or disallowing some or all uses of such tools. Students who are unsure of policies regarding generative AI tools are encouraged to ask their instructors for clarification. **(Adapted from the Stanford University Office of Community Standards-- accessed August 31, 2023)**

**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.

**A Statement of Non-Discrimination:**

Northeast Texas Community College is an equal opportunity institution and does not discriminate on the basis of sex, race, color, religion, age, national origin, disability, veteran's status, genetic information, gender, sexual orientation, or any other protected group status in its educational programs, employment policies or activities.

**Tentative Course Timeline:**

See next page

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

<b>Introduction to Business (BUSI 1301.083)</b> <b>Spring 2026 - Course Schedule</b>		
<b>Week</b>	<b>Assignments</b>	<b>Due Date</b>
Week 1: Monday, March 23 <sup>rd</sup> – Sunday, March 29 <sup>th</sup>	<ul style="list-style-type: none"><li>• Syllabus Acknowledgement Quiz</li><li>• Discussion Board Response – Student Introduction</li><li>• Chapters 1 &amp; 2 Quizzes</li></ul>	<i>Sunday, March 29<sup>th</sup> at 11:59 p.m.</i>  <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>
Week 2: Monday, March 30 <sup>th</sup> – Sunday, April 5 <sup>th</sup>	<ul style="list-style-type: none"><li>• Chapters 3, 4, &amp; 5 Quizzes</li><li>• Chapter 3 Written Assignment</li><li>• Chapter 5 Written Assignment</li></ul>	<i>Sunday, April 5<sup>th</sup> at 11:59 p.m.</i>  <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 and/or collusion will not be tolerated.</i>
Week 3: Monday, April 6 <sup>th</sup> – Sunday, April 12 <sup>th</sup>	<ul style="list-style-type: none"><li>• Chapters 6, 7, &amp; 8 Quizzes</li><li>• Chapter 7 Written Assignment</li></ul>	<i>Sunday, April 12<sup>th</sup> at 11:59 p.m.</i>  <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 and/or collusion will not be tolerated.</i>
EXAM 1	<ul style="list-style-type: none"><li>• Exam 1 will be available on Monday, April 13<sup>th</sup> and is due by 11:59 p.m. on <b>Wednesday, April 15<sup>th</sup></b></li></ul>	<b>WEDNESDAY, April 15<sup>th</sup> at 11:59 p.m.</b>

Week 4: Monday, April 13 <sup>th</sup> – Sunday, April 19 <sup>th</sup>	<ul style="list-style-type: none"> <li>• Chapter 9 Quiz</li> <li>• Continue research on your Ethics Review Project</li> </ul>	<i>Sunday, April 19<sup>th</sup> at 11:59 p.m.</i>
Week 5: Monday, April 20 <sup>th</sup> – Sunday, April 26 <sup>th</sup>	<ul style="list-style-type: none"> <li>• Chapters 11, 12, &amp; 13 Quizzes</li> </ul>	<i>Sunday, April 26<sup>th</sup> at 11:59 p.m.</i>
Week 6: Monday, April 27 <sup>th</sup> – Sunday, May 3 <sup>rd</sup>	<ul style="list-style-type: none"> <li>• Chapters 14, 16, 17 &amp; 18 Quizzes</li> <li>• Chapter 16 Written Assignment</li> </ul>	<i>Sunday, May 3<sup>rd</sup> at 11:59 p.m.</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 and/or collusion will <i>not</i> be tolerated.
Week 7: Monday, May 4 <sup>th</sup> – WEDNESDAY, May 6 <sup>th</sup>	<ul style="list-style-type: none"> <li>• Ethical Review Project</li> </ul>	<i>Ethical Review Project is due by 11:59 p.m. on WEDNESDAY, May 6<sup>th</sup></i>  *Ethical Review Project: Closely review the assignment instructions in Blackboard. Submissions should be representative of the student's own thoughts in their own words. Plagiarism and/or collusion will <i>not</i> be tolerated.
<b>EXAM 2</b>	<ul style="list-style-type: none"> <li>• Exam 2 will be available on Monday, May 11<sup>th</sup> and is due by 11:59 p.m. on <b>Wednesday, May 13<sup>th</sup></b></li> </ul>	<i>WEDNESDAY, May 13<sup>th</sup> at 11:59 p.m.</i>

# Ethical Review Project Rubric

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

	<b>0 Points</b>	<b>5 Points</b>	<b>15 Points</b>	<b>25 Points</b>	<b>35 Points</b>
<b>Delivery, Enthusiasm, Content/Organization</b>	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.
<b>Grammar, mechanics, formatting, APA style for references and citations</b>	<b>0 Points</b>  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.	<b>5 Points</b>  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.	<b>10 Points</b>  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.	<b>15 Points</b>  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 presentation guidelines and incorporates visuals throughout presentation.	<b>25 Points</b>  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.