



BUSI 1301 8MV – Business Principles Online

Course Syllabus: Fall 2026

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

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Weekday	Office Hours
Monday	8:30 a.m. – 9:30 a.m. & 11:00 a.m. – 12:00 p.m.
Tuesday	9:00 a.m. – 12:00 p.m.
Wednesday	August 24 – October 16: 8:30 a.m. – 9:30 a.m. & 11:00 a.m. – 12:00 p.m. October 19 – December 4: 9:00 a.m. – 11:00 a.m.
Thursday	8:30 a.m. – 11:30 a.m.
Friday	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:

This course provides a survey of economic systems, forms of business ownership, and considerations for running a business. Students will learn various aspects of business, management, and leadership functions; organizational considerations; and decision-making processes. Financial topics are introduced, including accounting, money and banking, and securities markets. Also included are discussions of business challenges in the legal and regulatory environment, business ethics, social responsibility, and international business. Emphasized is the dynamic role of business in everyday life.

Prerequisite(s): None

Student Learning Outcomes:

1. Identify major business functions of accounting, finance, information systems, management, and marketing.
2. Describe the relationships of social responsibility, ethics, and law in business.
3. Explain forms of ownership, including their advantages and disadvantages.
4. Identify and explain the domestic and international considerations for today's business environment: social, economic, legal, ethical, technological, competitive, and international.

5. Identify and explain the role and effect of government on business.
6. Describe the importance and effects of ethical practices in business and be able to analyze business situations to identify ethical dilemmas and ethical lapses.
7. Describe basic financial statements and show how they reflect the activity and financial condition of a business.
8. Explain the banking and financial systems, including the securities markets, business financing, and basic concepts of accounting.
9. Explain integrity, ethics, and social responsibility as they relate to leadership and management.
10. Explain the nature and functions of management.
11. Identify strengths, weaknesses, opportunities, and threats of information technology for businesses.

Evaluation/Grading Policy:

The breakdown of the course requirements is as follows:

Points	Requirement
180	Homework (12)
200	Assignments (4)
200	Project Checkpoints (5)
375	Quizzes (15)
400	Exams (2)
200	Group Project (1)

Semester grades will be earned as follows

Points	Letter Grade
1,555 – 1,400	A
1,399 – 1,244	B
1,243 – 1,089	C
1,088 - 933	D
932 and below	F

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.

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, 11-16 & SWOT

Chapter Quizzes: 15 Chapter Quizzes (25 points each)

Chapters 1-8, 9, 11-16 quizzes are worth 25 points each.

Quizzes are completed electronically through Blackboard and consist of multiple-choice questions. Quizzes are timed, must be completed in one sitting, and allow two attempts. No late work will be accepted. See the course schedule below for specific due dates.

Chapter Homework: 12 Homework Assignments (15 points each)

Chapters 1-2, 5-9, 11-13, 15-16

Homework assignments are completed electronically through Blackboard and consist of 15 fill-in-the-blank questions. Homework assignments are not timed and allow two attempts. No late work will be accepted. See the course schedule below for specific due dates.

Chapter Assignments: 4 Chapter Assignments (50 points each)

Chapter 3 and Chapter 4 are written assignments, and detailed instructions are provided within Blackboard.

Chapter 14 and SWOT are completed electronically through Blackboard and may include multiple-choice, fill-in-the-blank, and/or matching questions. These assignments are not timed and allow only one attempt. No late work will be accepted. See the course schedule below for specific due dates.

Group Project Checkpoints: 5 Checkpoints (200 total)

The Business Ethics Review project includes five project checkpoints designed to help groups stay on track, develop effective working relationships, and prepare for the final presentation. Checkpoints 1-4 are worth 25 points each and Checkpoint 5 is worth 100 points.

Each checkpoint focuses on a specific component of the final project and provides an opportunity for groups to gather research and organize information before the final submission. Students should review the detailed instructions provided in Blackboard for the specific requirements of each checkpoint.

Checkpoint 5 requires groups to submit a detailed outline of their presentation and serves as the final checkpoint before the Business Ethics Review Presentation is submitted. No late work will be accepted. See the course schedule for specific due dates.

Business Ethics Review Project: Group Project (200 points)

Groups will 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, 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.

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 the company's 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 training, and ethical leadership -- use specific examples. Does the company have a code of ethics? If so, where is it posted (you can include the code of ethics on a slide). Does the company have an ethics compliance officer?
- 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. Does this change your perception of the company? Would you do business with this company knowing what you now know? 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.

The submission 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 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.

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.

Required Instructional Materials:

Introduction to Business 2e

Publisher: OpenStax

ISBN Number: 9798319713988

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 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. Review the learning objectives.
 - b. Read assigned material in the textbook or eBook.
 - c. Review the PowerPoint and take notes as needed (i.e., connected to lesson objectives)
 - d. Complete and submit all assignments in Blackboard.
 - e. Be sure to participate in the Discussion Questions as assigned by writing your original responses and posting peer replies.
 - f. Complete all assignments on time.
 - g. 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.
- 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:

Employees and students shall be permitted to explore artificial intelligence (AI) and implement its use in and out of the classroom in accordance with policy and administrative regulations. The use of AI shall only be as a support tool to enhance student outcomes or as necessary to engage in research and shall never take the place of faculty, staff, and student decision-making. Any use of AI must comply with law, policy, and administrative regulations relating to student and employee privacy and data security. A student shall only use AI tools with faculty permission and shall be expected to produce original work and properly credit sources, including AI tools used in creating the work.

Example:

APA (7th edition)

OpenAI. (2026). ChatGPT (March 25 version) [Large language model]. <https://chat.openai.com/>

MLA (9th edition)

Employees or students who use AI tools to deceptively harm, bully, or harass others shall be disciplined in accordance with policy. [See DH, DIA series, FFD series, FFE, FLB, and the FM series] AI Use by Employees and Students. Northeast Texas Community College 225500 TECHNOLOGY RESOURCES CRB ARTIFICIAL INTELLIGENCE (LOCAL) DATE ISSUED: 12/8/2025 1 of 1 UPDATE 50 CRB(LOCAL)-AJC Adopted: 12/16/2025

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 accommodation 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 accommodation as required to afford equal educational opportunity. It is the student's responsibility to request accommodation. 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 Schedule:

See next page

Business Principles (BUSI 1301)

Fall 2026 – Course Calendar

Week	Assignments	Due Date
Week 1 Monday, August 24 – Sunday, August 30	- Syllabus Acknowledgement Quiz - Chapter 1 Homework - Chapter 1 Quiz	Sunday, August 30 at 11:59 p.m. - Syllabus Quiz: Located under the Start Course Here folder in Blackboard. - Chapter 1 Homework: 15 fill-in-the-blank questions, not timed, two attempts allowed. - Quiz: 10 questions, must be completed in one sitting, 30-minute time limited, two attempts allowed.
Week 2 Monday, August 31 – Sunday, September 6	- Chapter 2 Homework - Chapter 2 Quiz - Chapter 3 Written Assignment - Chapter 3 Quiz	Sunday, September 6 at 11:59 p.m. - Chapter 2 Homework: 15 fill-in-the-blank questions, not timed, two attempts allowed. - Quizzes: 10 questions, must be completed in one sitting, 30-minute time limited, two attempts allowed. - Written Assignment: See instructions in Blackboard
Week 3 Monday, September 7 – Sunday, September 13	- Chapter 4 Written Assignment - Chapter 4 Quiz - Group Project Checkpoint 1	Sunday, September 13 at 11:59 p.m. - Quiz: 10 questions, must be completed in one sitting, 30-minute time limited, two attempts allowed. - Written Assignment: See instructions in Blackboard - Project Checkpoint: See instructions in Blackboard
Week 4 Monday, September 14 – Sunday, September 20	- Chapter 5 Homework - Chapter 5 Quiz - Group Project Checkpoint 2	Sunday, September 20 at 11:59 p.m. - Chapter 5 Homework: 15 fill-in-the-blank questions, not timed, two attempts allowed. - Quiz: 10 questions, must be completed in one sitting, 30-minute time limited, two attempts allowed. - Project Checkpoint: See instructions in Blackboard

Week 5 Monday, September 21 – Sunday, September 27	• Chapter 6 Homework • Chapter 6 Quiz • Chapter 7 Homework • Chapter 7 Quiz	Sunday, September 27 at 11:59 p.m. • Chapter Homework: 15 fill-in-the-blank questions, not timed, two attempts allowed. • Quizzes: 10 questions, must be completed in one sitting, 30-minute time limited, two attempts allowed.
Week 6 Monday, September 28 – Sunday, October 4	• Chapter 8 Homework • Chapter 8 Quiz	Sunday, October 4 at 11:59 p.m. • Chapter Homework: 15 fill-in-the-blank questions, not timed, two attempts allowed. • Quiz: 10 questions, must be completed in one sitting, 30-minute time limited, two attempts allowed.
Week 7 Monday, October 5 – Sunday, October 11	• Exam 1 • Group Project Checkpoint 3	Sunday, October 11 at 11:59 p.m. • Exam 1 will be available Monday, October 5 and is due by 11:59 p.m. on Sunday, October 11. • Exam 1 consists of 50 multiple-choice questions, has a 100-minute time limit, allows one attempt, and must be completed in one sitting. • Exam 1 covers Chapters 1 – 8. • Project Checkpoint: See instructions in Blackboard
Week 8 Monday, October 12 – Sunday, October 18	• Chapter 9 Homework • Chapter 9 Quiz • SWOT Assignment	Sunday, October 18 at 11:59 p.m. • Chapter Homework: 15 fill-in-the-blank questions, not timed, two attempts allowed. • Quiz: 10 questions, must be completed in one sitting, 30-minute time limited, two attempts allowed. • SWOT Assignment: 10 questions (multiple-choice, matching, and/or fill-in-the-blank), one attempt, not timed.
Week 9 Monday, October 19 – Sunday, October 25	• Chapter 11 Homework • Chapter 11 Quiz • Chapter 12 Homework	Sunday, October 25 at 11:59 p.m.

	Chapter 12 Quiz	- Chapter Homework: 15 fill-in-the-blank questions, not timed, two attempts allowed. - Quizzes: 10 questions, must be completed in one sitting, 30-minute time limited, two attempts allowed.
Week 10 Monday, October 26 – Sunday, November 1	- Chapter 13 Homework - Chapter 13 Quiz - Chapter 14 Assignment - Chapter 14 Quiz	Sunday, November 1 at 11:59 p.m. - Chapter Homework: 15 fill-in-the-blank questions, not timed, two attempts allowed. - Quizzes: 10 questions, must be completed in one sitting, 30-minute time limited, two attempts allowed. - Chapter 14 Assignment: 10 questions (multiple-choice, matching, and/or fill-in-the-blank), one attempt, not timed.
Week 11 Monday, November 2 – Sunday, November 8	- Chapter 15 Homework - Chapter 15 Quiz - Group Project Checkpoint 4	Sunday, November 8 at 11:59 p.m. - Chapter Homework: 15 fill-in-the-blank questions, not timed, two attempts allowed. - Quiz: 10 questions, must be completed in one sitting, 30-minute time limited, two attempts allowed. - Project Checkpoint: See instructions in Blackboard
Week 12 Monday, November 9 – Sunday, November 15	- Chapter 16 Homework - Chapter 16 Quiz	Sunday, November 15 at 11:59 p.m. - Chapter Homework: 15 fill-in-the-blank questions, not timed, two attempts allowed. - Quiz: 10 questions, must be completed in one sitting, 30-minute time limited, two attempts allowed.
Week 13 Monday, November 16 – Sunday, November 22	Group Project Checkpoint 5	Sunday, November 22 at 11:59 p.m. Project Checkpoint: See instructions in Blackboard
Week 14 Monday, November 23 –	Group Project Work Week	Continue working on group Project (Thanksgiving Break: Wednesday, Nov. 25 – Friday, Nov. 27)

Sunday, November 29		
Course Project (Due Tuesday, December 1)	• Ethics Review Project	<i>TUESDAY, December 1 at 11:59 p.m.</i> • Be sure to review the project instructions and verify that all required components are included before submitting. Projects must be submitted as a PowerPoint (.pptx) file. Submissions in any other format, included links to shared drives or online documents will receive a grade of zero.
Exam (Due Wednesday, December 9)	• Exam 2	<i>WEDNESDAY, December 9 at 11:59 p.m.</i> • Exam 2 will be available Wednesday, December 2 and is due by 11:59 p.m. on Wednesday, December 9. • Exam 2 covers Chapters 9, 11-16, & SWOT. • Exam 2 consists of 50 multiple-choice questions, has a 100-minute time limit, allows one attempt, and must be completed in one sitting.