



COURSE SYLLABUS

Course Title: Business Principles
Course Prefix & Number: BUSI 1301.2W1
Semester & Year: Spring 2024

Instructor Information

Instructors Name: Samuel Rivas
Office Location and #: Business and Computer Technology (BCT) building, 27
Classroom Location and #: Business and Computer Technology (BCT) building, 1
Office Phone: 903-823-3380
Email: samuel.rivas@texarkanacollege.edu
Office Hours:

Mon	Tue	Wed	Thu	Fri
09:00AM - 09:30AM	09:00AM - 09:30AM	09:00AM - 09:30AM	09:00AM - 09:30AM	
				09:30AM – 11:30AM
11:00AM – 12:30PM	11:00AM – 12:30PM	11:00AM – 12:30PM	11:00AM – 12:30PM	
You may also contact me through MS Teams .				

Student, the Monday – Thursday 11:00 AM office hours are set up for you, the Web student. I will be at or near a laptop or mobile device to assist you during the scheduled time. If you need to meet with me in person, please let me know in advance, so I can adjust my daily schedule to meet your need.

Student, the Friday office hours are set up to assist all students. If your schedule permits, and if you can come to the campus, I can assist you with any content or concept questions. I am usually in the **office** or in the **classroom** on Friday mornings. Appointments are not necessary. If you are unable to come to the campus, please call me or email me. Also, on the Moodle course page, there are **Forums** in which you can post any content or concept questions at any time. For students who prefer personal interaction, I will activate **Microsoft Teams**, a virtual meeting tool, (you will receive an email). The instructor and the student will have the capability to call each other into an MS Teams meeting.

Course Information

BUSI 1301, Business Principles (3,3,0). A general survey of the entire field of business and the analysis of the role and scope of business within the free enterprise system. This course includes the concepts of business organizations, structure, and decision-making process, exploring areas of specialization and career opportunities in the business world.

Pre/Co-requisite

There are no pre/co-requisite for the course.

Textbook & Course Materials

Required Text:

Textbook: Gitman, Lawrence J. *Introduction to Business* by OpenStax. Rice University. *Introduction to Business* by [OpenStax College](#) is licensed under a [Creative Commons License 4.0 International](#).

ISBN-10 (hard cover)	1-593995-48-2
ISBN-13 (hard cover)	978-1-947172-54-8
ISBN-13 (paperback)	978-1-59399-548-5

“Download the **textbook** for **free** at <https://openstax.org/details/books/introduction-business>

Books can be purchased from the [Online Bookstore](#) or through the following online provider or a provider of your choosing:

The *Introduction to Business* **textbook** may be **purchased** through Amazon.com:
<https://www.amazon.com/Introduction-Business-OpenStax/>

Other Course Materials:

Business students enrolled in this section **are permitted to use** a dictionary on all exams taken during the semester.

The following **business dictionary** is an excellent resource that you may want to consider purchasing through the following online provider or any retail provider of your choosing:

http://www.amazon.com/Dictionary-Business-Economics-Barrons-Dictionaries/dp/0764147579/ref=sr_1_1?s=books&ie=UTF8&qid=1453841034&sr=1-1&keywords=business+dictionary

Additionally, a basic **calculator**, a **pen** or **pencil**, and **highlighters (assorted colors)** for note taking, studying, and review purposes, will be required for the course.

Microsoft Office: Texarkana College offers Office 365 to all students. Instructions on how to download this free software can be located at <https://www.texarkanacollege.edu/helpdesk/install-office-365/>

Computer Requirement Policy:

Students are required to have a computer with Internet access for classes. The computer must be an actual computer – smart phones, iPads, Androids, Chromebooks, etc., are not acceptable substitutes because they lack software compatibility necessary to complete all assignments and tests. Financial costs for the necessary equipment and internet access are the responsibility of the student.

Students needing to purchase a computer may do so through the Texarkana College Bookstore. Systems purchased through the bookstore meet or exceed all requirements, are competitively priced, and may be purchased using financial aid funds. If the system is purchased through another source, it is the student’s responsibility to ensure the system meets all requirements.

Computer systems requirements:

- Webcam, microphone, and speakers or headphones
- Windows 10 or a recent version of Mac OS (minimum Sierra). Windows 10 S mode is not supported
- Hardware capable of running Microsoft Teams (free download) and supports multi-media playback
- Support for Chrome or Microsoft Edge – Note: Firefox, Safari, or other browsers may not work on all TC applications
- Able to run Microsoft Office which will be provided free to TC students
- Adobe Reader or another PDF viewer
- Antivirus software such as Windows Defender or another 3rd party anti-virus solution
- The Respondus Lockdown browser is used for taking tests; therefore, the system must be capable of running this software. Most newer systems that meet other specifications should work.

Students should regularly backup content to prevent loss of coursework due to hardware failure. Backup copies of documents and other coursework may be placed on OneDrive cloud storage. OneDrive is included free of charge for all TC students.

A list of Internet service providers can be found on the TC website at:

<https://www.texarkanacollege.edu/coronavirus/>.

Computer Requirements

Access: This is an online course. You will need to have access to a computer. If you do not have access to a computer off campus, there are computers located in the Palmer Memorial Library that may be used by students. It is best if you have high speed internet access. If you have Dial-up, it may be difficult to download videos and other materials.

Browser: Texarkana College's Learning Management System suggests that students use the most current version of the Internet Explorer browser.

Internet Explorer can be downloaded by going to:

<https://www.microsoft.com/en-us/download/internet-explorer.aspx>

Firefox can be downloaded by going to:

<https://www.mozilla.org/en-US/firefox/new/>

Student Learning Outcomes

Upon successful completion of this course, students will:

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.

Communication Between Instructor and Student

All communication in the course will be conducted through email, telephone, the Forum(s), in person if necessary, or MS Teams. The instructor will reply to the student within 24 hours of an email message, voice mail message or Forum post, Monday through Thursday. The exception is for messages or posts left after **11:30 am** on a Friday. These messages or posts will be replied to no later than the following Monday, **3:00 pm**. If you have not received a reply within that time limit, please resend. **All email communications must be through your TC email account.**

The primary purpose of the Forum(s) is for you to post content questions to me or to communicate with classmates about content. These questions and my answers will be viewable by all students in the class. If you have a specific question about any course content, please check the forum out before you ask your question. A classmate might have already asked the question and received an answer.

Feel free to call me, **903.823.3380**, during the posted office hours. Effective communication between instructor and student is essential with an online delivery course.

Grading

Online Issues: This is not a self-paced class. An online course covers the same material as traditional "live" sections. You have some flexibility in determining WHEN you work on the class material, but there are regular and specific deadlines for Quizzes and Tests. Be sure to keep up with the deadlines. In this online course you may not have to be physically present at a place and time as in a traditional class, but it does not demand less time or effort. In fact, online classes tend to take **MORE** time and discipline than face-to-face classes. I expect you to check your TC email once every 24 hours at a minimum, including weekends. This means that you will need to make sure that you have some way to be able to use the internet regularly. Have a backup plan in case your home computer/internet connection goes down. **Texarkana College is not responsible for issues related to your computer or internet service. Problems with your computer or internet service is not an excuse for failure in meeting any deadline.**

Grading Scale:

60.00 – 69.99	D	70.00 – 79.99	C	80.00 – 89.99	B	90.00 +	A
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Student Assessment

The final grade for this course, BUSI 1301 will be determined by the following method:

The weekly **Quizzes** will count **58.3 percent (280 possible points / 480 total points)** towards the course average.

The **Quizzes** will consist of content specific questions addressing learning outcomes.

The information for the weekly **Quizzes** is posted under the label Activities for each week.

Specific instruction for the **Quizzes** (a video will walk you through the process in Week 1) is posted.

The student must complete **two Test** (Exams), Midterm and Final. The **Tests** will count **41.7 percent (200 possible points / 480 total points)** towards the course average.

The **Tests** will consist of the content from eight chapters.

The **Tests** will consist of 40 to 50 multiple-choice questions.

Specific instruction for the **Tests** (time frame to complete) is stated in the respective week.

If the Final Exam is missed, an F will be earned for the course.

The grade(s) for the Quizzes and the grade(s) for the Tests will be posted in the official gradebook, the **Jenzabar Gradebook**.

Tests	Chapter Content	Tentative Test Dates
Midterm	1.2.3.4.5.6.7.8	April 11 - 14
Final	9.10.11.12.13.14.15.16	May 06 - 08

Quizzes Tests	Grade Range	Points Earned (Grade)	Total Possible Points
Chapter Quizzes (14)	0 - 20		280
Midterm Test	0 - 100		100
Final Test	0 - 100		100
Total			480
Points Earned / Total Possible Points = Course Average			

Activities/Assignments

How the Course is Organized

The course is set up in a weekly format. The weekly format starts with the Weekly Calendar (i.e.

Week 1: March 18 - March 24, Week 2: March 25 - March 31, etc.). The labels Overview, Resources, and Activities follow the calendar. Email notifications will be sent when a Week opens and closes. Two Forums are also provided on the Welcome and Orientation page.

The Overview provides the information for Weekly Attendance, the chapter Introduction, Outline, Outcomes, Instruction, and the Activity(ies) to Complete.

The Resources for each week include Textbook, Chapter Overview and Learning Outcome Videos, Chapter Summary of Learning Outcomes, Chapter Supplements, and the Chapter Power Point Presentations. Supplemental resources are provided to assist with the business concepts covered in each of the weeks. The Resources will help in preparation for testing.

Business activities (assignments) are required. The activities (assignments) include Chapter Quizzes and Tests.

All assessments are posted in **Moodle**, under the label **Activities**.

***Testing may be subject to change**

Quizzes: There are **14** Quizzes. The Quizzes will consist of content specific questions addressing learning outcomes. These Quizzes will consist of 10 multiple-choice questions. There will be a thirty minute time limit set for the Quizzes. You may utilize any **resource material** (*not person or people*) available to you within Moodle, i.e., textbook, notes, videos, to answer the questions. You are on the honor system regarding the Quizzes. **Do your own work.**

Tests: There are **two** Tests (Exams). The two tests (exams) are the Midterm and the Final. The Tests will consist of 40 - 50 multiple-choice questions. There will be a one hour thirty minute time limit set for the Midterm and the Final.

What Should Students Do First? Upon accessing the course in **Moodle** Business Principles (BUSI1301-2W1-WEB-SP24) do the following:

1. The course is defaulted to the **Welcome and Orientation** page. Start here by reading and following the instruction.
2. The **Getting Started Book** addresses and answers questions about the course.
3. The **Syllabus Book** provides the details about the subject for the semester. The last two links is the comprehensive Business Principles 1301.2W1 Syllabus and the Course Schedule (Checklist). The table (schedule) details the Assignment, the Due Day, Date, and Time, the Type of Assignment, the Possible Points, and a column to document Points Earned. A video: How to Download the Free Textbook follows the (Checklist).
4. The Course Forums, **Professor's Corner** and **Coffee Shop**, follow.
5. The Course Contact (Instructor of Record email) is located at the bottom left of each page.
6. At the bottom right of the page, the read is NEXT SECTION, **Week 1:**
7. Select **Week 1** to begin with Business Principles.
8. Each Week will contain the Chapter Information, Overview, Resources, and Activities.
9. Check your @texarkanacollege.edu email on a regular basis.

Class Expectations

Students are expected to login within the first 3 days of class and begin working on their

assignments immediately. You are expected to log in at least 3 times each week to check on announcements. Announcement can be found in the “ Forums” or on your assigned student TC email address.

Class Schedule

The class schedule is your guide to help you stay on track during the semester. You will need to read the chapter content and submit the two Quizzes per week. You will also be required to meet the two Test deadlines.

Assignment	Due Day, Date, and Time	Type	Possible Points	Points Earned
Chapters: 1.2				
Chapter 1	Thursday, 03/21, 11:55 PM	Quiz	20	
Chapter 2	Sunday, 03/24, 11:55 PM	Quiz	20	
Chapters: 3.4				
Chapter 3	Thursday, 03/28, 11:55 PM	Quiz	20	
Chapter 4	Sunday, 03/31, 11:55 PM	Quiz	20	
Chapters: 5.6				
Chapter 5	Thursday, 04/04, 11:55 PM	Quiz	20	
Chapter 6	Sunday, 04/07, 11:55 PM	Quiz	20	
Chapters: 7.8				
Chapter 7	Thursday, 04/11, 11:55 PM	Quiz	20	
Chapter 8	Sunday, 04/14, 11:55 PM	Quiz	20	
Midterm	Sunday, 04/14, 11:55 PM	Test	100	
Chapters: 9.10				
Chapter 9	Thursday, 04/18, 11:55 PM	Quiz	20	
Chapter 10	Sunday, 04/21, 11:55 PM	Quiz	20	
Chapters: 11.12				
Chapter 11	Thursday, 04/25, 11:55 PM	Quiz	20	
Chapter 12	Sunday, 04/28, 11:55 PM	Quiz	20	
Chapters: 13.14				
Chapter 13	Thursday, 05/02, 11:55 PM	Quiz	20	
Chapter 14	Sunday, 05/05, 11:55 PM	Quiz	20	
Final Test	Wednesday, 05/08, 11:55 PM	Test	100	
	(Points Earned / Possible Points) x 100 = Course average		480 Possible Points	Points Earned

Absentee Policy

Because you do not come on campus and sit in a classroom, attendance is determined by your active participation (Quizzes) and communication in the course. Make sure that you log in frequently, complete your course activities, and check your **TC email** regularly. Students who

succeed in online classes keep a schedule just as they would if they were attending class on campus, and they communicate with one another and their instructor frequently. Attendance is vital to your success. Check **TC email** at least three times per week.

Absence in an **online course** is defined as the lack of an active post or submission within the course including discussion board posts, written assignments, and tests. This standard will be used to determine all absentee issues, including but not limited to, 12th Day Census Reports, last date of attendance, and involuntary withdrawal from a course due to absences. **All online students must complete an Enrollment Verification activity within the first week of class (activity depends upon the professor); Chapter 1 Quiz; otherwise, the professor may drop the student for not having attended.**

A student should not stop attending a class without formally withdrawing from the course by the institutions published Last Day for Students to Drop. If a student stops attending class after the published Last Day for Students to Drop, the student **may** receive a grade of “F” in the class. The instructor will submit the last date of attendance for students receiving a grade of “F” or “W.”

Withdrawal from a course(s) may affect a student’s current or future financial aid eligibility. Students should consult the Financial Aid Office to learn both short- and long-term consequences of a withdrawal. The last day to withdraw from the course is **Friday, April 26, 2024.**

Make-up Policy

Student may make up **one** missed test. There will be a ten-point penalty for missing the test date. The student is required to take the makeup test **within** one week, **seven days**, from the missed deadline.

The **make-up** test policy applies to **only** the Midterm test. There is **no** make-up policy for the Quizzes and the Final. **If the Final is missed, an F will be earned for the course.** The specific process to follow is:

- Inform and communicate with the Instructor of the missed deadline
- Have the following information ready when informing and communicating with the Instructor
- The Make-up day, the date, and the time
- The Make-up will be taken in Moodle

Academic Dishonesty Policy

Scholastic dishonesty, involving but not limited to cheating on a test, plagiarism, collusion, or falsification of records will make the student liable for disciplinary action after being investigated by the Dean of Students. Proven violations of this nature will result in the student being dropped from the class with an “F.” This policy applies campus wide, including TC Testing Center, as well as off-campus classroom or lab sites, including dual credit campuses.

This information can be found in the TC Catalog/Student Handbook at

<https://texarkanacollege.edu>.

Disability Act Statement

Texarkana College complies with all provisions of the Americans with Disabilities Act and makes reasonable accommodations upon request. Please contact Tonja Blasé at 903.823.3349 or go to the office located in the Palmer Memorial Library.

If you have an accommodation letter from his office indicating that you have a disability which requires academic accommodations, please present it to me so we can discuss the accommodations that you might need for this class. *It is best to request these changes at the beginning if not before the start of class* so there is ample time to arrange the accommodations.

Financial Aid

Attention! Dropping this class may affect your funding in a negative way! You could owe money to the college and/or federal government. Please check with the Financial Aid office before making the decision to drop the course.

Complaint Process

The complaint process can be found at <https://www.texarkanacollege.edu/wp-content/uploads/2014/11/online-classes-complaint-procedure.pdf>.

Netiquette

“Netiquette” is the term used to describe rules of courtesy in using electronic communication. These rules are intended to help use the medium effectively and considerately. The ideas below are intended to help with electronic class discussion.

When communicating in an online course you are addressing a group of people. The following guidelines will help you to communicate effectively.

- Do not say things that you would not say in a face-to-face environment, or in any public place.
- Do not share confidential information.
- Use the subject line to identify the content of the message.
- Stay up to date on forum postings by reading them regularly.
- Always comply with copyright by citing your references when posting online content.
- Use individual e-mail for messages to individuals rather than tying up the group list.
- Do not forward emails or discussion forum postings without asking permission from the original author.
- Electronic communication does not provide visual cues, such as smiles or frowns that face-to-face communication allows. Therefore, humor and/or sarcasm in written text might be misunderstood and interpreted as rude or inflammatory in the online environment. Choose your words carefully to avoid hurting or angering anyone. Should emotions become inflamed, do not promote the anger. Take a cooling down period, perhaps overnight, before you engage in the online activity again.
- Avoid using all capital letters in your text. This is considered ‘shouting’ in the online classroom.
- Aim for clarity and readability in your text.
- Use proper English and remember to spell check.

- If you do not understand the assignment's directions or the posts of your classmates do not be afraid to ask for clarification.
- The online classroom is a community of learners. Participate actively in the community and reach out to your classmates with a helping hand.

Technical Assistance

Texarkana College offers students several ways to access technical assistance for IT issues as well as their online classrooms.

General IT and Moodle Issues

Help Desk Link from TC's main webpage: <https://www.texarkanacollege.edu/helpdesk>

Phone: 903-823-3030

Email: helpdesk@texarkanacollege.edu

TC Online Web Page: <https://www.texarkanacollege.edu/online>