



RANGER COLLEGE  
DISTANT LEARNING COURSES

---

COURSE SYLLABUS

Business Principles

BUSI 1301

**3 credit hours**

**INSTRUCTOR:**

**Cynthia Moore**

INSTRUCTOR: Cynthia Moore  
EMAIL: [cmoore@rangercollege.edu](mailto:cmoore@rangercollege.edu)  
OFFICE: NA (Online Course)  
PHONE: NA  
VIRTUAL OFFICE HOURS: By email or Zoom Appointment

### **I. Texas Core Curriculum Statement of Purpose**

**Through the Texas Core Curriculum, students will gain a foundation of knowledge of human cultures and the physical and natural world, develop principles of personal and social responsibility for living in a diverse world, and advance intellectual and practical skills that are essential for all learning.**

### **II. 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.**

### **III. Required Background or Prerequisite**

**There are no prerequisites for this course, but a strong ability to read and a desire to learn about the different aspects of business will prove helpful.**

### **IV. Required Textbook and Course Materials**

**Lumen Learning: Introduction to Business (E-Text) online course.**

## V. Course Purpose

**The purpose of this course is to provide a basic understanding of how business works and the impact it has on your daily life.**

## VI. 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.**

## VII. Core Objectives

This course meets the following of the six Core Objectives established by Texas:

- Critical Thinking Skills (CT)** – Creative thinking, innovation, inquiry, and analysis; evaluation and synthesis of information
- Communication Skills (COM)** – effective development, interpretation and expression of ideas through written, oral, and visual communication

- Empirical and Quantitative Skills (EQS)** – The manipulation and analysis of numerical data or observable facts resulting in informed conclusions
- Teamwork (TW)** – The ability to consider different points of view and to work effectively with others to support a shared purpose or goal
- Social Responsibility (SR)** – Intercultural competence, knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global communities
- Personal Responsibility (PR)** – The ability to connect choices, actions, and consequences to ethical decision-making

### **VIII. Methods of Instruction**

This is a multimedia class, and as such it may include assigned readings, discussions, assignments, and quizzes.

### **IX. Methods of Assessment**

The course grade will be computed as follows:

Study Plan 17@5 points each	85 Points
Discussions 17 @ 20 points each	340 Points
Assignments 17@100 points each	1700 Points
Quizzes 17@20 points each	340 Points
Mid-Term Mods 1-8	125 Points
Final Exam - Mods 9-17	<u>250 Points</u>
Total Points	2950 Points

Letter grades will be assigned as follows:

	<u>Points</u>
A: 90 - 100%	2650-2950
B: 80 - 89%	2350-2649
C: 70 - 79%	2075-2349
D: 60 - 69%	1775-2074
F: below 60%	1774-0

### **X. Course/Classroom Policies**

- In an online course, class participation is important.
- Class participation includes completing discussions, assignments, quizzes and exams.
- There are assigned modules to read each week.
- There are discussion questions and assignments every week. You should post an answer to the discussion board question and answer at least one person.
- There will be a mid-term exam.
- Ranger College policy requires a final exam. It will be proctored. The exam will be available at each Ranger location – Ranger, Brownwood, and Stephenville – and will be administered by the facilitator at each location. Students who do not have access to the Ranger College locations must make arrangements for the “proctored” final exam at an approved alternative location. The instructor must be provided, by email, the details regarding the arrangements for the exam (location, date and time, and name of facilitator who will administer the exam). Proctor U is also available.

**XI. Course Outline/Schedule**

Week	Chapter	Assignment
<p>Mod 1</p>	<p>Review Syllabus Role of Business</p>	<p>Introduction Discussion Study Plan Discussion: The Stakeholders of Salty Pawz Assignment: What Does a Business Look Like? Quiz 1</p>
<p>Mod 2</p>	<p>Economic Environment</p>	<p>Study Plan Discussion: Supply and Demand at Salty Pawz Assignment: Supply and Demand for Salty Pawz Quiz 2</p>
<p>Mod 3 &amp; 4</p>	<p>Global Environment Financial Markets and System</p>	<p>Study Plans 3 &amp; 4 Discussion: Sending Salty Pawz Global Assignment: Taking Salty Pawz to the Global Market Discussion: Why Wanda Cares About the Federal Reserve—or Does She? Assignment: Show Wanda the Money Quizzes 3 and 4</p>

Mod 5	Legal Environment	<p>Study Plan</p> <p>Discussion: They Don't Sue Dog-Treat Companies, Do They?</p> <p>Assignment: Your Dog Treats Made Fluffy Sick!</p> <p>Quiz 5</p>
Mod 6	Business Ethics and Corporate Social Responsibility	<p>Study Plan</p> <p>Discussion: It's Not Stealing if You Pay For It, Is It?</p> <p>Assignment: What They Don't Know Won't Hurt Me</p> <p>Quiz 6</p>
Mod 7 & 8	Business Ownership Entrepreneurship	<p>Study Plans</p> <p>Discussion: Business Structure Does Matter</p> <p>Assignment: Wanda's Business-Ownership Options</p> <p>Discussion: Wanda's Entrepreneurial Spirit</p> <p>Assignment: Dear Wanda's Mom</p> <p>Quizzes 7 &amp; 8</p>
Mod 9	Management <b>Mid-Term</b>	<p>Study Plan and Quiz 9</p> <p>How Does Wanda Manage?</p>

	<b>Modules 1-8</b>	Assignment: One Owner, Many Hats
Mod 10 & 11	Motivating Employees  Teamwork and Communication	Study Plans  Discussion: Why Isn't Jamie More Motivated?  Assignment: Motivating with Dog Treats?  Discussion: What You Heard Was Not What I Meant  Assignment: Teamwork at Salty Pawz  Quizzes 10 & 11
Mod 12	Managing Processes	Study Plan  Discussion: More Than Just Baking Treats  Assignment: From Kitchen Baker to Operations Manager  Quiz 12
Mod 13	Marketing Function	Study Plan and Quiz 13  Discussion: Customer Value Perception  Assignment: Customers and Marketing at Salty Pawz
Mod 14	Marketing Mix	Study Plan and Quiz 14  Discussion: Marketing Mix  Assignment: The Four Ps of Gourmet Dog Treats

<p>Mod 15</p>	<p>Human Resource Management</p>	<p>Study Plans 15</p> <p>Discussion: People Won't Work for Dog Treats!</p> <p>Assignment: Wanda's Hiring Approach, or How to Be Sued in One Easy Lesson</p> <p>Quiz 15</p>
<p>Mod 16</p>	<p>Accounting and Finance</p>	<p>Study Plans 16</p> <p>Discussion: Cooking More Than Dog Treats</p> <p>Assignment: Bison Are Biting into Wanda's Break-Even Point</p> <p>Quiz 16</p>
<p>Mod 17</p>	<p>Using Technology to Manage Business Information</p>	<p>Study Plan</p> <p>Discussion: Wanda on the Web</p> <p>Assignment: Policy at Salty Pawz</p> <p>Quiz 17</p>
<p>16</p>	<p><b>Final Exam</b> <b>Proctored</b></p>	

## **XII. Non-Discrimination Statement**

Admissions, employment, and program policies of Ranger College are nondiscriminatory in regard to race, creed, color, sex, age, disability, and national origin.

## **XIII. ADA Statement**

Ranger College provides a variety of services for students with learning and/or physical disabilities. Students are responsible for making initial contact with the Ranger College Counselor, Gabe Lewis (glewis@rangercollege.edu). It is advisable to make this contact before or immediately after the semester begins.