



RANGER COLLEGE  
DISTANT LEARNING COURSES

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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 WebEx 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**

**The required text is Madura, Jeff. *Introduction to Business, Fifth Edition*, 2010**

**ISBN:978-0-76386-351-7**

## 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 lectures via WebEx, assigned readings, discussions, and PowerPoints.

### **BUSINESS PLAN PROJECT**

To assess the knowledge, you acquired in the Business Principles course, you will be asked to complete a “Business Plan” which will encompass the terminology and principles of business learned, to establish a new business.

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

The course grade will be computed as follows:

Homework	335 Points
Discussions 7 @ 20 Points each	140 Points
Participation/Attendance	75 Points
Exam #1 Chapter 1-4	50 Points
Mid-Term (Proctored) Chapter 5-8	125 Points
Exam #2 Chapter 9-12	50 Points
Business Plan Project	100 Points
<u>Final Exam (Proctored)</u>	<u>125 Points</u>
Total Points	1000 Points

Letter grades will be assigned as follows:

	<u>Points</u>
A: 90 - 100%	900-1000
B: 80 - 89%	800-899
C: 70 - 79%	700-799
D: 60 - 69%	600-699
F: below 60%	599-0

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

- In an online course, class participation is important. There will be virtual classroom sessions (WebEx) to go over the accounting concepts for the week. Participation in these sessions are required.
- Class participation includes completing discussions, homework, and exams.
- There are assigned chapters to read each week.
- There are discussion questions and/or homework problems every week. You should post an answer to the discussion board question and answer at least two people. To receive full credit for a response, it must be at least two sentences and add to the discussion of the topic.
- There will be a “proctored” mid-term exam.
- Ranger College policy requires a “proctored” final exam. 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 a “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
1	Chapter 1 and 2 Functions of a Business
2	Business Ethics and Social Responsibility
3	Chapter 3 and 4 Assessing Economic Conditions Assessing Global Conditions
4	Chapter 5 Selecting a Form of Business Ownership
5	Entrepreneurship and Business Planning
6	Chapter 6,7,8 Managing Effectively
7	Mid-Term Proctored
8	Improving Productivity and Quality
9	Chapter 9 and 10 Motivating Employees
10	Hiring, Training, and Evaluating Employees

11	Chapter 11 and 12 Creating and Pricing Products,
12	Distributing Products
13	Chapter 13 and 14 Promoting Products,
14	Accounting and Financial Analysis Business Plan Project Due
15	Chapter 15, 16, 17 Financing- Expanding the Business Review for Final
16	<b>Final</b> <b>“Proctored”</b>

### **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.