



RANGER COLLEGE
STEPHENVILLE, TEXAS

COURSE SYLLABUS

BUSINESS PRINCIPLES

BUSI 1301

3 credit hours

Fall 2017

INSTRUCTOR:

Cheri Spellmeier

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EMAIL: cspellmeier@rangercollege.edu
OFFICE: Erath County Campus
PHONE: (254) 592-2891
HOURS: Thursday 5:30pm-6:00pm

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 *Introduction to Business, Fifth Edition*, by Jeff Madura.

Since this course is taught largely through a website, you need frequent access to a computer. It is much easier to use the course website if you have ready access to a computer that has a high-speed (DSL) connection. If you do not have frequent access to a high-speed Internet connection, or will be in a country that has limited high-speed access, it would be difficult for you to do the work that is required for this 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 lectures, assigned readings, discussions, group projects, videos, electronic documents, PowerPoints, and more.

IX. Methods of Assessment

ASSIGNMENTS:

****The quizzes and midterm exam will open up Monday and be due by 10pm on Sunday of the week assigned.**

DISCUSSION OF ASSIGNED QUESTIONS (COM, SR, PR)

In an online course, class participation is important in that it can simulate the type of discussion that occurs in the class room. The comments posted in the Discussion Room during each week will be similar to what would have occurred in the classroom in that week. **The following types of class participation count for credit toward the participation grade.**

You should be answering all questions that were assigned each 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. You should provide a constructive response that relates to the chapter material, current events, or personal experience to the discussion board question (by **10pm on Wednesday** of the week assigned). To receive full credit for a response, it must be at least two sentences and add to the discussion of the topic.

You should reply to at least two other people's discussion (by **10pm on Sunday** of the week assigned). You may ask a follow up question in response to another person's discussion or add additional insight or personal experience. Simply stating, "I agree/disagree" without any explanation or restating what you wrote in your own post does not constitute an adequate post and will not earn you credit.

QUIZZES (CT, PR)

Quizzes will assess your knowledge and understanding of what you have read during the preceding weeks.

MIDTERM/FINAL (CT, EQS, PR)

There will be an online mid-term focusing on the technical terminology of the material that we have studied up to that point.

There will be a proctored final exam that will focus on the technical terminology of the material learned in the second half of the semester (after the mid-term).

BUSINESS PLAN PROJECT (CT, COM, EQS, SR, PR)

In order 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.

You will complete this assignment as a partner project (if you would like). You may pick up to one other person. However, the project will be a collaborative effort of both partners. Each person will be responsible for part of the Business Plan. The project will count for 100 points. Grades will not be assigned as a partner grade; rather your grade will be determined by the work that you put into the project.

See the assignment handout for further instructions and expectations. This is due NO LATER than November 13, 2017.

EXAMS AND GRADING

| | | |
|-----------------------------|--------------------|-----|
| Syllabus Confirmation Email | | 8 |
| Quiz | 7 @ 30 points each | 210 |
| Discussion | 7 @ 20 points each | 140 |
| Response to Discussion | 7 @ 6 points each | 42 |
| Business Plan | | 100 |
| Midterm | | 200 |
| Final | | 300 |
| Total points available | 1000 | |

The following point scale will be applied for grading purposes:

900-1000 = A

800 - 899 = B

700-799 = C

600-699 = D

Below 600 = F

Grading scale: A = 90-100% B = 80-89 C = 70-79 D = 60-69 F = Below 60

X. Course/Classroom Policies

This course is taught through a website, but the following policies are still applicable:

1. **Turn in assignments on time.** By accepting this syllabus, you agree to accept a score of zero on any late work
2. **Don't Cheat.** Any assignment reflecting cheating, plagiarism, or any other form of academic dishonesty will receive a grade of zero. A second instance will result in automatic failure of the class and a report being filed with Ranger College's Vice President of Instruction. The consequences of this report can be quite severe for your academic future. For more details, see the section of the Ranger College Catalog titled "Student Misconduct," subsection "Academic Dishonesty"
3. **Email.** I am happy to communicate with you by email and will do my best to respond in a timely manner. In the subject line of the email that you send, please indicate the content of the email. Always sign your name to your email since some of the email addresses do not portray your identity.

XI. Course Outline/Schedule

Reading assignments and the dates of quizzes and exams are subject to revision as needed. I will post any changes/updates on Blackboard.

| Week | Chapters | Topics |
|----------------------|-----------------|---|
| 1. Aug 8 - Sept 3 | 1 | Functions of a Business Syllabus Confirmation Email (see announcement) Discussion Board - Introduce Yourself Review Business Plan – Due in Week 13 |
| 2. Sept 4 - Sept 10 | 2 | Business Ethics and Social Responsibility; Read Chapter 1 & 2 Quiz - Chapter 1 & 2 |
| 3. Sept 11 - Sept 17 | 3 and 4 | Assessing Economic Conditions Assessing Global Conditions Discussion Board |
| 4. Sept 18 – Sept 24 | 5 | Selecting a Form of Business Ownership, Read Chapter 3, 4 & 5 Quiz - Chapter 3, 4 & 5 |
| 5. Sept 25 – Oct 1 | 6 | Entrepreneurship and Business Planning Discussion Board |
| 6. Oct 2 – Oct 8 | 7 | Managing Effectively, Read Chapter 6, 7 & 8 Quiz - Chapter 6, 7 |
| 7. Oct 9 – Oct 15 | 8 | Organizational Structure Midterm Exam - Chapter 1 - 8 (this test is online) |
| 8. Oct 16 – Oct 22 | 9 | Improving Productivity and Quality Discussion Board |
| 9. Oct 23 – Oct 29 | 10 | Motivating Employees, Read chapter 9 & 10 Quiz - Chapter 9 & 10 |

| Week | Chapters | Topics |
|---------------------|-----------------|--|
| 10. Oct 30 – Nov 5 | 11 | Hiring, Training, and Evaluating Employees Discussion Board |
| 11. Nov 6 – Nov 12 | 12 | Creating and Pricing Products, Read Chapter 11 & 12 Quiz - Chapter 11 & 12 |
| 12. Nov 13 – Nov 19 | 13 | Distributing Products Discussion Board, **Business Plan Due (Nov 13) |
| 13. Nov 27 – Dec 3 | 14 | Promoting Products, Read Chapter 13 & 14 Quiz - Chapter 13 & 14 |
| 14. Dec 4 – Dec 10 | 15 | Accounting and Financial Analysis Discussion Board |
| 15. Dec 11 – Dec 17 | 16 and 17 | Financing Expanding the Business, Read Chapter 15, 16 & 17 Quiz - Chapter 15, 16 & 17 |
| 16. Dec 18 – Dec 21 | Review | Final exam on Chapters 9-16 (This test is proctored) You will have to make an appointment to take this test at one of our campuses. |

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.