



**LAMAR INSTITUTE
OF TECHNOLOGY**

BUSINESS PRINCIPLES

BUSI 1301.2A1 – Spring 2023

INSTRUCTOR CONTACT INFORMATION

Instructor: Ira Wilsker
Email: ilwilsker@lit.edu
Office Phone: 409-247-5296
Office Location: Technology Center TC-216
Office Hours: MW 12:30 – 4:00 pm
TTH 10:00 – 11:00 am and 2:00 – 4:00 pm
F 11:00 am – 1:00 pm

CREDIT

3 Semester Credit Hours (3 hours lecture, 0 hours lab)

MODE OF INSTRUCTION

Online

PREREQUISITE/CO-REQUISITE:

None

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.

LEARNING OUTCOMES

Upon completion of this course, the student will be able to;

- 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.

REQUIRED TEXTBOOK AND MATERIALS

- Exploring Business, v. 2.0 By: Karen Collins
 - Available as a free download
 - <https://www.saylor.org/site/textbooks/Exploring%20Business.pdf>
 - <https://www.saylor.org/site/textbooks/Exploring%20Business.docx>

ATTENDANCE POLICY

Attendance is taken from the Blackboard attendance log.

Lack of attendance for more than 2 weeks may influence your grade.

DROP POLICY

If you wish to drop a course, you are responsible for initiating and completing the drop process. If you stop coming to class and fail to drop the course, you will earn an “F” in the course.

COURSE CALENDAR

DATE	TOPIC	READINGS (Due on this Date)	ASSIGNMENTS (Due on this Date)
January 18	Orientation and Start Chapter 1		
January 23	Lecture Chapter 1	Chapter 1	
January 25	Lecture Chapter 1		
January 30	Lecture Chapter 1		
February 1	Lecture Chapter 2	Chapter 2	
February 6	Lecture Chapter 2		
February 8	Lecture Chapter 2		
February 13	First Exam Review		
February 15	First Exam ONLINE	Chapters 1 and 2	
February 15	Lecture Chapter 3	Chapter 3	
February 20	Lecture Chapter 3		
February 22	Lecture Chapter 3		ONLINE EXAM DUE
February 27	Lecture Chapter 4	Chapter 4	
March 1	Lecture Chapter 4		
March 6	Lecture Chapter 4		
March 8	Lecture Chapter 5	Chapter 5	

March 13	Spring Break		
March 15	Spring Break		
March 20	Chapter 5		
March 22	Second Exam Review	Chapters 3, 4, 5	
March 24	Second Exam Online		
March 27	Lecture Chapter 6	Chapter 6	
March 29	Lecture Chapter 6		
March 31	Online exam due		ONLINE EXAM DUE
April 3	Lecture Chapter 6		
April 5	Lecture Chapter 7	Chapter 7	
April 10	Lecture Chapter 7		
April 12	Lecture Chapter 8	Chapter 8	
April 17	Lecture Chapter 8		
April 19	Lecture Chapter 8		
April 24	Lecture Chapter 9	Chapter 9	
April 26	Lecture Chapter 9		
May 1	Final Exam Review	Chapters 6, 7, 8, 9	
May 3	Final Exam Review		
May 3	Final Exam ONLINE		
May 9	FINAL EXAM DUE		FINAL EXAM DUE

COURSE EVALUATION

Final grades will be calculated according to the following criteria:

- First Major Exam 33⅓
- Second Major Exam 33⅓
- Third Major Exam 33⅓

GRADE SCALE

- 90-100 A
- 80-89 B
- 70-79 C
- 60-69 D
- 0-59 F

TECHNICAL REQUIREMENTS

The latest technical requirements, including hardware, compatible browsers, operating systems, etc. can be online at <https://lit.edu/online-learning/online-learning-minimum-computer-requirements>. A functional broadband internet connection, such as DSL, cable, or WiFi is necessary to maximize the use of online technology and resources.

DISABILITIES STATEMENT

The Americans with Disabilities Act of 1990 and Section 504 of the Rehabilitation Act of 1973 are federal anti-discrimination statutes that provide comprehensive civil rights for persons with

disabilities. LIT provides reasonable accommodations as defined in the Rehabilitation Act of 1973, Section 504 and the Americans with Disabilities Act of 1990, to students with a diagnosed disability. The Special Populations Office is located in the Eagles' Nest Room 129 and helps foster a supportive and inclusive educational environment by maintaining partnerships with faculty and staff, as well as promoting awareness among all members of the Lamar Institute of Technology community. If you believe you have a disability requiring an accommodation, please contact the Special Populations Coordinator at (409)-951-5708 or email specialpopulations@lit.edu. You may also visit the online resource at [Special Populations - Lamar Institute of Technology \(lit.edu\)](#).

STUDENT CODE OF CONDUCT STATEMENT

It is the responsibility of all registered Lamar Institute of Technology students to access, read, understand and abide by all published policies, regulations, and procedures listed in the *LIT Catalog and Student Handbook*. The *LIT Catalog and Student Handbook* may be accessed at www.lit.edu. Please note that the online version of the *LIT Catalog and Student Handbook* supersedes all other versions of the same document.

STARFISH

LIT utilizes an early alert system called Starfish. Throughout the semester, you may receive emails from Starfish regarding your course grades, attendance, or academic performance. Faculty members record student attendance, raise flags and kudos to express concern or give praise, and you can make an appointment with faculty and staff all through the Starfish home page. You can also login to Blackboard or MyLIT and click on the Starfish link to view academic alerts and detailed information. It is the responsibility of the student to pay attention to these emails and information in Starfish and consider taking the recommended actions. Starfish is used to help you be a successful student at LIT.

ADDITIONAL COURSE POLICIES/INFORMATION

Students are required to view the recorded lectures, and the PowerPoint files provided on Blackboard.

DEPARTMENT/PROGRAM INFORMATION

Business Technology

Program: Management & Entrepreneurship

Director: Matthew Johnson

Email: mtjohnson@lit.edu

Phone: 409.234.8892