BUSINESS PRINCIPLES
BUSI 1301 2A4 – Spring 2023

LAMAR INSTITUTE OF TECHNOLOGY

INSTRUCTOR CONTACT INFORMATION

Instructor:	Susan Joiner
Email:	sljoiner@lit.edu
Office Phone:	409-247-5326
Office Location:	TA4 Room 103A
Office Hours:	MW 7:30-8:00am; 12:00-3:00pm TR7:30-8:00am; 1:30-3:00pm

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.

COURSE OBJECTIVES
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. 4.0 by: Karen Collins
ISBN (Digital): 978-1-4533-3427-0
https://students.flatworldknowledge.com/course/2596107

ATTENDANCE POLICY
Three absences are allowed. If a student is tardy to class or departs early three (3) times, it will be equal to one (1) absence. Each absence beyond three absences will result in a 2 point deduction from your final 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 (Subject to change)

DATE	TOPIC	READINGS (Due on this Date)	ASSIGNMENTS (Due on this Date)
Week 1	The Foundations of Business	Chapter 1	Discussion: Introduce Yourself Assignment 1 Quiz 1 See Blackboard Calendar
Week 2	Entrepreneurship	Chapter 2	Discussion: Chapter 2: Starting a Business Assignment 2 Quiz 2 See Blackboard Calendar
Week 2	Selecting a Form of Business Ownership	Chapter 3	Discussion: Chapter 3: Sole Proprietorship Assignment 3 Quiz 3 See Blackboard Calendar
Week 3	Business Ethics and Social Responsibility	Chapter 4	Discussion: Chapter 4: Corporate Responsibility Assignment 4 Quiz 4

			See Blackboard Calendar
Week 4	Managing for Business Success	Chapter 5	Discussion: Chapter 5: Managerial Skills Assignment 5 Quiz 5 See Blackboard Calendar
Week 5	Recruiting, Motivating, and Keeping Quality Employees	Chapter 6	Discussion: Chapter 6: Performance Appraisal Assignment 6 Quiz 6 See Blackboard Calendar
Week 5	Product Design and Development	Chapter 7	Discussion: Chapter 7: Breakeven Analysis Assignment 7 Quiz 7 See Blackboard Calendar
Week 6	Operations Management in Manufacturing and Service Industries	Chapter 8	Discussion: Chapter 8: Managing the Production Process Assignment 8 Quiz 8 See Blackboard Calendar
Week 7	Business in a Global Environment	Chapter 9	Discussion: Chapter 9: Trade Deficit Assignment 9 Quiz 9 See Blackboard Calendar
Week 8	Marketing: Providing Value to Customers	Chapter 10	Discussion: Chapter 10: Careers in Marketing Assignment 10 Quiz 10 See Blackboard Calendar
Week 9	Operating in a Digital Marketing and Social Networking Environment	Chapter 11	Discussion: Chapter 11: How Secure Is Your Data? Assignment 11 Quiz 11 See Blackboard Calendar
Week 10	The Role of Accounting in Business	Chapter 12	Discussion: Chapter 12: Sarbanes-Oxley Act Assignment 12 Quiz 12 See Blackboard Calendar
Week 11	Managing Financial Resources	Chapter 13	Discussion: Reflection Assignment 13

			Quiz 13 See Blackboard Calendar
Week 12	Final Exam	Final Exam	See Blackboard Calendar

COURSE EVALUATION

Final grades will be calculated according to the following criteria:

- Quizzes   10%
- Discussions   10%
- Assignments   15%
- Exams   40%
- Final Exam   25%

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

Course Requirements

1. Students can complete this course without physically visiting the institution offering the course.
2. The student will access and utilize the online textbook.
3. The student will have weekly access to BlackBoard via Internet and is expected to log into BlackBoard 4-5 times weekly.
4. The student will post discussions by the due dates shown on the course calendar.
5. The student will submit weekly homework assignments by the due dates shown on the course calendar.
6. The student will complete weekly quizzes by the due dates shown on the course calendar.
7. The student will complete four unit exams by the due dates shown on the course calendar.
8. The student will complete the final exam by the due date shown on the course calendar.

Course Policies

1. A grade of 'C' or better must be earned in this course for credit toward degree requirement.
2. Students must provide their own textbooks, writing instruments, and other necessary supplies for classes.
3. All assignments must be completed in MLA or APA format and saved as a Word document (.docx) or a PDF.
4. Students must log onto Blackboard and access this course a minimum of four times per week.
5. Students must respect one another and all faculty in all online classroom sections.
6. Internet Usage – Students are expected to use proper net etiquette while participating in course emails, assignment submissions, and online discussions.
7. Cheating of any kind will not be tolerated.

8. All exams will be taken on the scheduled dates. There will be NO MAKE UP EXAMS.

9. All assignments are due when stated. <u>Late assignments will receive 10-point deduction per day it is late. If it is past 3 days the most you can make is a 70.</u>

10. Students are expected to follow the Lamar Institute of Technology Code of Conduct and Disciplinary Policy.

11. If you wish to drop a course, the student is responsible for initiating and dropping the course. If you stop logging-in to the course and do not complete the course drop process, then you will receive an "F" grade for the course.

12. The instructor will respond to e-mail and voice mail communication within 48 hours Monday through Friday. Assignment grades will be published within 2 weeks of the assignment due date.

Certification Requirement

CSNT majors are required to earn certification in one of the following areas prior to graduation.

- A+ Certification
- Network+ Certification
- Security+ Certification
- Linux+ Certification
- Cisco Certified Network Associate (CCNA)