

## Business Principles (BUSI-1301)

### 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 responsibilities.

### 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.

### INSTRUCTOR CONTACT INFORMATION

Instructor: Kara Booth

Approved: **Initials/date**



**LAMAR INSTITUTE  
OF TECHNOLOGY**

Email: knbooth@lit.edu  
Office Phone: 409-247-5009  
Office Location: TA4-103C  
Office Hours: Virtual upon request

### **REQUIRED TEXTBOOK AND MATERIALS**

Introduction to Business, by OpenStax.

Authors: Gitman, McDaniel, Shah, Reece, Koffel, Talsma, Hyatt

#### Book Versions

Free link: <https://openstax.org/books/introduction-business/pages/1-introduction>

Hardcover ISBN: ISBN-10: 1-947172-54-9, ISBN-13: 978-1-947172-54-8

Paperback ISBN: ISBN-13: 978-1-59399-548-5

Digital ISBN: ISBN-10: 1-947172-55-7, ISBN-13: 978-1-947172-55-5

OpenStax is licensed under Creative Commons Attribution License v4.0

### **ATTENDANCE POLICY**

To be successful in this online course, the student MUST purchase the assigned textbook and log into BlackBoard 4-5 times weekly. Regular, reliable access to BlackBoard via Internet is required for this online course.

### **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**

| Chapter # | TOPICS  | Assessment             | Due Date  |
|-----------|---|------------------------|-----------|
| Chapter 1 | Understanding Economic Systems and Business                           | Discussion Board, Quiz | 9/2/2024  |
| Chapter 2 | Making Ethical Decisions and Managing a Socially Responsible Business | Discussion Board, Quiz | 9/9/2024  |
| Chapter 3 | Competing in the Global Marketplace                                   | Discussion Board, Quiz | 9/16/2024 |
|           |   | Unit 1 Exam            | 9/17/2024 |
| Chapter 4 | Forms of Business Ownership   | Discussion Board, Quiz | 9/23/2024 |

|            |   |                           |            |
|------------|---|---------------------------|------------|
| Chapter 5  | Entrepreneurship: Starting and Managing Your Own Business         | Discussion Board, Quiz    | 9/30/2024  |
| Chapter 6  | Management and Leadership in Today's Organizations                | Discussion Board, Quiz    | 10/7/2024  |
|            |   | Unit 2 Exam               | 10/15/2024 |
| Chapter 7  | Designing Organizational Structures                               | Quiz *No Discussion Board | 10/21/2024 |
| Chapter 8  | Managing Human Resources and Labor Relations                      | Discussion Board, Quiz    | 10/28/2024 |
| Chapter 9  | Motivating Employees  | Discussion Board, Quiz    | 11/4/2024  |
|            |   | Unit 3 Exam               | 11/12/2024 |
| Chapter 10 | Achieving World-Class Operations Management                       | Discussion Board, Quiz    | 11/18/2024 |
| Chapter 11 | Creating Products and Pricing Strategies to Meet Customers' Needs | Discussion Board, Quiz    | 11/25/2024 |
| Chapter 12 | Distributing and Promoting Products and Services                  | Discussion Board, Quiz    | 12/2/2024  |
|            |   | Unit 4 Exam               | 12/10/2024 |

### **COURSE EVALUATION**

Final grades will be calculated according to the following criteria:

- Quizzes 15%
- Discussion Boards 25%
- Unit Exams (4) 60% (15% each)

### **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](mailto:specialpopulations@lit.edu). You may also visit the online resource at [Special Populations - Lamar Institute of Technology \(lit.edu\)](https://www.lit.edu/specialpopulations).

## **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](http://www.lit.edu). Please note that the online version of the LIT Catalog and Student Handbook supersedes all other versions of the same document.

## **ARTIFICIAL INTELLIGENCE STATEMENT**

Lamar Institute of Technology (LIT) recognizes the recent advances in Artificial Intelligence (AI), such as ChatGPT, have changed the landscape of many career disciplines and will impact many students in and out of the classroom. To prepare students for their selected careers, LIT desires to guide students in the ethical use of these technologies and incorporate AI into classroom instruction and assignments appropriately. Appropriate use of these technologies is at the discretion of the instructor. Students are reminded that all submitted work must be their own original work unless otherwise specified. Students should contact their instructor with any questions as to the acceptable use of AI/ChatGPT in their courses

## **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**

### **Announcements**

I will post announcements weekly, usually early in the week. These announcements indicate upcoming due dates and notes important to your success in this course. You should READ these Announcements every week. I also recommend using the BlackBoard app on your phone, with notifications, so that you immediately receive notices of new announcements for this class.

### **Exams**

Exams will be provided within a BlackBoard examination window. The exams will be timed and limited to a set number of minutes. Make-up exams will NOT be given. Missed exams will receive a score of zero. Your exam will be graded immediately by Blackboard. Feedback on specific exam questions will be given 24 hours after the exam is due. You must work alone while taking the exam. Cheating on exams is not acceptable and will be subject to violations of the Academic Dishonesty policy. Dates for exams are listed on the Course Calendar. Each exam counts for 15 percent of your final grade.

### **Quizzes**

Weekly quizzes will be given covering the chapter studied that week. Dates for quizzes are listed on the Course Calendar. There will be no makeups for missed quizzes. Missed quizzes will receive a score of zero. The 2 lowest quiz grades will be dropped. Combined, these quizzes will count as 15 percent of your final grade.

### **Discussions**

There will be 12 Discussion sessions in which you must participate. To receive full credit on Discussion boards, you must submit a thread of your own creation as indicated by the prompt and respond to at least two threads begun by your classmates. Your participation must be substantial and meaningful in order to receive credit. You will not receive full credit with a response such as 'I agree' or 'Good post.' Each discussion board has a grading matrix so that you can see exactly how each one will be graded. Due dates for Discussions are listed on the Course Calendar and on the Task list. There will be no makeups for missed Discussions. Missed discussions will receive a score of zero. The lowest 2 Discussions will be dropped. Combined, these Discussions will account for 25 percent of your final grade.

### **Use of Instructional Materials**

Instructional materials, such as PowerPoints and concept videos, are provided in Blackboard for each chapter. These will be useful in understanding concepts as presented in the chapters.

### **Chat Sessions**

It is possible that I may schedule a chat session periodically (if needed) to answer questions. Your attendance/participation is not required and does not count for a grade. If a chat session is conducted, the session will be recorded so that you can view the session at your convenience.

### **Make-Up/Late work**

Exams, quizzes, and discussion boards are due on the dates as listed on the Course Calendar and each Announcement task list. There will be no make-up exams. There will be no make-up

quizzes. Late discussion boards will not be accepted. Units, exams, quizzes, or discussion boards will not be reopened once closed.

### **Due Dates**

All due dates are listed on the Course Calendar found by clicking on the Calendar Menu button. Due dates are also announced in the weekly announcements. Quizzes, exams, assignments, and discussion boards will NOT be accepted nor reopened.

### **Academic Dishonesty**

Copying, stealing, and submitting someone else's work is considered a violation of the Academic Dishonesty policy. Academic Dishonesty of any kind will not be tolerated. A student violating this policy will receive an automatic F for the course semester grade plus a violation of the Student Code of Conduct will be placed on your record.

### **Professor Communication**

As your instructor, you can expect for me to respond to any communication you send me within 48 hours (FYI - I do not usually respond to emails after 7pm). You can also expect grades to assignments within a minimum of 2 weeks from the due date.

### **Incomplete Grades**

Assigning the grade of incomplete (I) requires prior approval of the Department Chair. An I is assigned only when the deadline for dropping the course has passed, the student is passing the course, and course requirements, including the final examination, cannot be completed because of unavoidable circumstances. To receive an incomplete, a student must be in good standing to pass the class and must have completed most of the course work (75%).

### **Changes in Calendar**

Instructor reserves the right to change, alter, omit, or add to the tentative course outline and calendar. This course continues to be a work in progress. Assignments, due dates, etc. can and usually do change.