Business Principles (BUSI 1301) Online

Credit: 3 semester credit hours (3 hours lecture)

Prerequisite/Co-requisite: Complete the Online Orientation and answer yes to 7+ questions on the Online Learner Self-Assessment: http://www.lit.edu/depts/DistanceEd/OnlineOrientation/OOStep2.aspx

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. *This course is time-bound, structured, and completed totally online.*

Required Textbook and Materials
1. **Course Title**: Business Principles
   Title: Exploring Business v2.1
   e-ISBN: 978-1-4533-6660-8
2. Weekly Access to Blackboard

Course Objectives
Upon successful completion of this course, students will:
1. Identify major business functions of accounting, finance, information systems, management, and marketing.
2. Describe the relationships of social responsibility, ethics, and law in business.
3. Explain forms of ownership, including their advantages and disadvantages.
4. Identify and explain the domestic and international considerations for today's business environment: social, economic, legal, ethical, technological, competitive, and international.
5. Identify and explain the role and effect of government on business.
6. Describe the importance and effects of ethical practices in business and be able to analyze business situations to identify ethical dilemmas and ethical lapses.
7. Describe basic financial statements and show how they reflect the activity and financial condition of a business.
8. Explain the banking and financial systems, including the securities markets, business financing, and basic concepts of accounting.
9. Explain integrity, ethics, and social responsibility as they relate to leadership and management.
10. Explain the nature and functions of management.
11. Identify strengths, weaknesses, opportunities, and threats of information technology for businesses.

Course Outline
I.   Foundations, Ethics, and Global Environment
      A.   The Foundations of Business
      B.   Business Ethics and Social Responsibility
      C.   Business in a Global Environment
II.   Business Ownership
      A.   Selecting a Form of Business Ownership
      B.   The Challenges of Starting a Business
      C.   Managing for Business Success
III.   Business Functions
      A.   Recruiting, Motivating, and Keeping Quality Employees
      B.   Marketing: Providing Value to Customers
      C.   The Role of Accounting in Business

      D.   Managing Financial Resources
      E.   Managing Information and Technology
      F.   The Legal and Regulatory Environment

Grade Scale

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

Course Evaluation

Final grades will be calculated according to the following criteria:

1.	Weekly Assignments	20%
2.	Participation on Discussion Boards	20%
3.	Unit Exams (3)	45%
4.	Final Exam	15%

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 online quizzes by the due dates shown on the course calendar.
7. The student will complete three 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 log onto Blackboard and access this course a minimum of four times per week.
3. Students must respect one another and all faculty in the online classroom.
4. Internet Usage – Students are expected to use proper net etiquette while participating in course emails, assignment submissions, and online discussions.
5. All exams will be taken on the scheduled dates. There will be NO MAKE UP EXAMS.
6. All assignments are due when stated. Late assignments are not accepted.
7. You are expected to conduct research for your class project and paraphrase the research found. Copying, or stealing, someone else's research is considered a violation of the Academic Dishonesty policy. If you do not know how to paraphrase, let me know and I will provide some resources.
8. Academic Dishonesty of any kind will <u>not</u> be tolerated, including plagiarism. A student violating this policy will receive an automatic F for the course semester grade. No exceptions.
9. Students are expected to follow the Lamar Institute of Technology Code of Conduct and Disciplinary Policy
10. If you are having problems with the class, please see me with your concern before it gets too late in the semester. You can see me during my office hours or email me. However, if you are having problems with other things beyond my control, you need to withdraw from the course rather than get an undesired grade at the end of the semester.

11. Incomplete grades will not be given. So If you are having problems please withdraw before the withdrawal date yourself. Please do not wait till after the date is passed.
12. Students are responsible for withdrawing themselves from this course.
13. 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.

Technical Requirements For BlackBoard
The latest technical requirements, including hardware, compatible browsers, operating systems, software, JAVA, etc. can be found online at: https://help.blackboard.com/en-us/Learn/9.1_2014_04/Student/015_Browser_Support/015_Browser_Support_Policy A functional broadband internet connection, such as DSL, cable, or WiFi is necessary to maximize the use of the online technology and resources.

Disabilities Statement
The Americans with Disabilities Act of 1992 and Section 504 of the Rehabilitation Act of 1973 are federal anti-discrimination statutes that provide comprehensive civil rights for persons with disabilities. Among other things, these statutes require that all students with documented disabilities be guaranteed a learning environment that provides for reasonable accommodations for their disabilities. If you believe you have a disability requiring an accommodation, please contact the Special Populations Coordinator at (409) 880-1737 or visit the office in Student Services, Cecil Beeson Building.
Or visit the online resource: http://www.lit.edu/depts/stuserv/special/defaults.aspx

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 or obtained in print upon request at the Student Services Office.

Course Schedule *(subject to change)*

Week of	Topic	Reference
Week 1	Course introduction and policies Syllabus	Online: Getting Started Online: Introductory Materials
Week 2	The Foundations of Business	Textbook: Chapter 1 Online: Course Content/Unit 1/Chapter 1
Week 3	Business Ethics and Social Responsibility	Textbook: Chapter 2 Online: Course Content/Unit 1/Chapter 2
Week 4	Business in a Global Environment	Textbook: Chapter 3 Online: Course Content/Unit 1/Chapter 3
Week 5	**Unit 1 Exam**	Online: Course Content/Unit 1
Week 6	Selecting a Form of Business Ownership	Textbook: Chapter 4 Online: Course Content/ Unit 2/Chapter 4
Week 7	The Challenges of Starting a Business	Textbook: Chapter 5 Online: Course Content/Unit 2/Chapter 5
Week 8	Managing for Business Success	Textbook: Chapter 6 Online: Course Content/Unit 2/Chapter 6
Week 9	**Unit 2 Exam**	Online: Course Content/Unit 2

Week of	Topic	Reference
Week 10	Recruiting, Motivating, and Keeping Quality Employees	Textbook: Chapter 7 Online: Course Content/Unit 2/Chapter 7
Week 11	Marketing: Providing Value to Customers	Textbook: Chapter 9 Online: Course Content/Unit 3/Chapter 9
Week 12	The Role of Accounting in Business	Textbook: Chapter 12 Online: Course Content/Unit 3/Chapter 12
Week 13	Managing Financial Resources	Textbook: Chapter 13 Online: Course Content/Unit 3/Chapter 13
Week 14	Managing Information and Technology	Textbook: Chapter 15 Online: Course Content/Unit 3/Chapter 15
Week 15	The Legal and Regulatory Environment	Textbook: Chapter 16 Online: Course Content/Unit 3/Chapter 16
Week 16	**Unit 3 Exam** **Final Exam (comprehensive)**	Online: Course Content/Unit 3 Course Content/Final Exam Materials