



**LAMAR INSTITUTE  
OF TECHNOLOGY**

## **BUSINESS PRINCIPLES**

**BUSI 1301.3A1 – 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**

Face to face

### **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, 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 20	Lecture Chapter 1	Chapter 1	
January 23	Lecture Chapter 1		
January 25	Lecture Chapter 1		
January 30	Lecture Chapter 2	Chapter 2	
February 1	Lecture Chapter 2		
February 3	Lecture Chapter 2		
February 6	First Exam Review		
February 8	First Exam	Chapters 1 and 2	Exam Chapters 1 and 2
February 10	Lecture Chapter 3	Chapter 3	
February 13	Lecture Chapter 3		
February 15	Lecture Chapter 3		
February 17	Lecture Chapter 4	Chapter 4	
February 20	Lecture Chapter 4		

February 22	Lecture Chapter 4		
February 24	Lecture Chapter 5	Chapter 5	
February 27	Lecture Chapter 5		
March 1	Lecture Chapter 5		
March 3	Lecture Chapter 6	Chapter 6	
March 6	Lecture Chapter 6		
March 8	Lecture Chapter 6		
March 10	Lecture Chapter 6		
March 13	Spring Break		
March 15	Spring Break		
March 17	Spring Break		
March 20	Second Exam Review		
March 22	Second Exam Review		
March 24	Second Exam	Chapters 4, 5, 6	Exam Chapters 4, 5, 6
March 27	Lecture Chapter 7	Chapter 7	
March 29	Lecture Chapter 7		
March 31	Lecture Chapter 7		
April 3	Lecture Chapter 7		
April 5	Lecture Chapter 8	Chapter 8	
April 7	Lecture Chapter 8		
April 10	Lecture Chapter 8		
April 12	Lecture Chapter 8		
April 14	Lecture Chapter 8		
April 12	Lecture Chapter 9	Chapter 9	
April 17	Lecture Chapter 9		
April 19	Lecture Chapter 9		
April 24	Lecture Chapter 9		
April 26	Lecture Chapter 9		
April 28	Final Exam Review		
May 3	Final Exam Review		
May 3	Final Exam Review		
May 10	FINAL EXAM	Chapters 7, 8, 9	FINAL EXAM

### **COURSE EVALUATION**

Final grades will be calculated according to the following criteria:

- First Major Exam      33%
- Second Major Exam    33%
- Third Major Exam      33%

### **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 \(lit.edu\)](#).

### **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.

### **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

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