# Business Principles (BUSI 1301 – 2A1)

**CREDIT**
03  Semester Credit Hours (03 hours lecture, 0 hours lab)

**MODE OF INSTRUCTION**
Online

**PREREQUISITE/CO-REQUISITE**:
None

**COURSE DESCRIPTION**
This business course provides an introduction to the basic functions of business.  It includes a discussion of the business environment, forms of business ownership, business ethics, management, human resources and labor-management issues, cultural diversity, marketing, technology, and finance.

**COURSE OBJECTIVES**
Upon completion of this course, the student will be able to

- Describe the dynamic business environment in which we live and work.
- Explain economic concepts of supply and demand.
- Identify ethical and socially responsible behavior in the business world.
- Discuss the importance of global trade.
- Evaluate different forms of business ownership.
- Assess the contributions of small business to our economy.
- Identify management skills necessary for success.
- Explain the impact of organizational structure on achieving organizational goals.
- Display an appreciation for cultural diversity.
- Analyze theories of motivation.
- Discuss the role of labor unions in business.
- Provide examples of technology in operations management.
- Develop a marketing strategy for a new product or service.
- Apply principles of sound financial management.
- Develop a personal investment plan.
- Demonstrate proficiency with business vocabulary.
- Develop a career plan for your career in business.

**INSTRUCTOR CONTACT INFORMATION**

       Instructor:         Dr. Yumi Shin
       Email:            yshin@lit.edu

Approved: Initials/date

Office Phone:       409-247-5296
Office Location:    Technology Center, TC-229
Office Hours:       M. W:      8:30 – 9 am & 12 – 3 pm
                    T.Th:      10 am – 1:30 pm
                    F:         9:30 – 11:30 am

**REQUIRED TEXTBOOK AND MATERIALS**

*Textbook Purchasing Statement: A student attending Lamar Institute of Technology is not under any obligation to purchase a textbook from the college-affiliated bookstore. The same textbook may also be available from an independent retailer, including an online retailer.*

Introduction to Business (OpenStax) Digital ISBN-13: 978-1-947172-55-5

Digital PDF and Web-Access versions of the textbook are provided to students without charge through the Course Blackboard Portal.

**ATTENDANCE POLICY**
Students are highly-recommended to login and access the course 2-3 times per week. Attendance is taken daily for face-to-face classes.

**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) |
|---|---|---|---|
| Week 1 (1/16/24-1/21/24) | Ch. 1: Understanding Economic Systems and Business | Ch. 1: Understanding Economic Systems and Business | Discussion 1 (Sunday) |
| Week 2 (1/22/24-1/28/24) | Ch. 1: Understanding Economic Systems and Business | Ch. 1: Understanding Economic Systems and Business | Ch1 Quiz & HW (Sunday) |
| Week 3 (1/29/24-2/4/24) | Ch. 2: Making Ethical Decisions and Managing a Socially Responsible Business | Ch. 2: Making Ethical Decisions and Managing a Socially Responsible Business | Ch2 Quiz & HW (Sunday) |
| Week 4 (2/5/24-2/11/24) | Ch. 4: Forms of Business Ownership | Ch. 4: Forms of Business Ownership | Ch. 4 HW & Module 1 Exam: Ch. 1, 2, 4  (Sunday) |

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|---|---|---|---|
| Week 5 (2/12/24-2/18/24) | Ch.5: Entrepreneurship: Starting and Managing Your Own Business | Ch.5: Entrepreneurship: Starting and Managing Your Own Business | Discussion 2 (Sunday) |
| Week 6 (2/19/24-2/25/24) | Ch.5: Entrepreneurship: Starting and Managing Your Own Business | Ch.5: Entrepreneurship: Starting and Managing Your Own Business | Ch5 Quiz & HW (Sunday) |
| Week 7 (2/26/24-3/3/24) | Ch.6: Management and Leadership in Today's Organization | Ch.6: Management and Leadership in Today's Organization | Ch6 HW <mark>Module 2 Exam:</mark> Ch.5, 6 (Sunday) |
| Week 8 (3/4/24-3/10/24) | Ch. 7: Designing Organizational Structures | Ch. 7: Designing Organizational Structures | Discussion 3 & Ch7 HW (Sunday) |
| Week 9 | Spring Break (3/11/24 – 3/17/24) | | |
| Week 10 (3/18/24-3/24/23) | Ch. 8: Managing Human Resources and Labor Relations | Ch. 8: Managing Human Resources and Labor Relations | Ch8 Quiz & HW (Sunday) |
| Week 11 (3/25/24-3/31/24) | Ch. 8: Managing Human Resources and Labor Relations | Ch. 8: Managing Human Resources and Labor Relations | Discussion 4 <mark>Module 3 Exam:</mark> Ch. 7,8 (Sunday) |
| Week 12 (4/1/24-4/7/24) | Ch. 9: Motivating Employees | Ch. 9: Motivating Employees | Ch9 Quiz & HW (Sunday) |
| Week 13 (4/8/24-4/14/24) | Ch. 11. Creating Products and Pricing Strategies to Meet Customers' Needs | Ch. 11. Creating Products and Pricing Strategies to Meet Customers' Needs | Discussion 5 Ch11 Quiz (Sunday) |
| Week 14 (4/15/24-4/21/24) | Ch. 11. Creating Products and Pricing Strategies to Meet Customers' Needs | Ch. 11. Creating Products and Pricing Strategies to Meet Customers' Needs | Ch11 HW (Sunday) |
| Week 15 (4/22/24-4/28/24) | Ch. 12: Distributing and Promoting Products and Services | Ch. 12: Distributing and Promoting Products and Services | Ch12 Quiz & HW (Sunday) |
| Week 16 (4/29/24-5/5/24) | Ch. 12: Distributing and Promoting Products and Services | Ch. 12: Distributing and Promoting Products and Services | <mark>Module 4 Exam:</mark> Ch.9,11,12 (5/5, Sunday) |
| 5/2/24 (Thur): Final Exam Begins | | | |

## COURSE EVALUATION
Final grades will be calculated according to the following criteria:
- Discussions: 5 %
- Chapter Reading Quizzes: 10 %
- HW Assignments: 25 %
- Module Exams: 60 %

## 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**

## ANNOUNCEMENTS

Announcements will be posted in Blackboard under the Announcements as needed. Therefore, it is important to check in Blackboard regularly.

## ASSIGNMENTS

All assignments will have their due dates posted in Blackboard. Please refer to the course syllabi and Assignment Due Dates in Blackboard. Typically, all assignments are due on Sundays until 11:59 CST PM.

Discussion questions are posted in Blackboard under Assignment folder.

Chapter Reading Quizzes and Homework assignments are typically Multiple-Choice, True-False questions designed to ensure that students are reading the text at an appropriate and responsible pace.

**Late assignments will not be accepted**, so students make sure to complete and submit the assignments by the due dates.

## EXAMS

**Make-up exams will not be given**. Exams will be provided in Blackboard under Assignments. The exams will be timed and are typically limited to 90 minutes with 50 questions. Missed exams will receive a score of zero. Exams will be graded immediately by Blackboard. Feedback on specific exam questions will be given 24 hours after the exam has permanently closed.

## EXTRA CREDIT

All opportunities for extra credit will be announced in advance as needed.

## PROFESSIONAL COMMUNICATION

Students can contact the instructor via email at yshin@lit.edu, or phone 409-247-5296.

Students must use appropriate e-mail etiquette when corresponding with the instructor. This involves writing emails in a "letter" format as opposed to "text chat" format.

**The instructor will respond to e-mail and voicemail communication within 48 hours Monday through Friday.** Voicemail messages should be clearly spoken identifying the student's name, course, and any return phone number.

## USE OF INSTRUCTIONAL MATERIALS

Instructional materials, such as Powerpoint Presentations, Instructional Videos, etc. are provided in Blackboard for each chapter. These will be useful in understanding and reinforcing concepts as they are presented in class. Content folders are scheduled to unlock/grant access throughout the semester to ensure synchronous learning.