



**Business Center of Excellence
Business Management Department**

<https://www.hccs.edu/programs/areas-of-study/business/business/>

**BUSG: 1301 Business Principles
Lecture | #22447**

Spring 2021 | 8 Weeks (1.19.2021-3.14.2021)
Online | Eagle Online Canvas
3 Credit Hours | 48 hours per semester

Instructor Contact Information

Instructor: **Ibrahim Firat, MBA** Office Phone: **713-718-8086**
Office: **Northline 320** Office Hours: **By Appointment**
HCC Email: ibrahim.firat@hccs.edu Office Location: **West Loop Campus**

Please feel free to contact me concerning any problems that you are experiencing in this course. Your performance in my class is very important to me. I am available to hear the concerns and just to discuss course topics.

Instructor's Preferred Method of Contact

Always use your **Eagle Online Canvas Inbox** to contact me. I preferred to be contacted via Canvas. I will respond to your message within 24 to 36 hours Monday through Friday; I will reply to weekend messages on Monday mornings.

What's Exciting About This Course

This course will teach you economic systems, forms of business ownership, and considerations for running a business. You will learn various aspects of business, management, and leadership functions; organizational considerations; and decision-making processes.

My Personal Welcome

As an instructor, I want my students to be successful. I feel that it is my responsibility to provide you with knowledge concerning the field of business administration, modeling effective and efficient management strategies, and organizing and monitoring the field experience that allows you to connect the information that you learn in this course to the real world of business administration.

As a student wanting to learn about the field of business administration, it is your responsibility to read the textbook, submit assignments on the due dates, study for the

exams, participate in online, and enjoy yourself while experiencing the real world of business administration.

Prerequisites and/or Co-Requisites

BUSI 1301 requires college-level reading and writing skills. Research indicates that you are most likely to succeed if you have already taken and passed ENGL 1301. The minimum requirements for enrollment in BUSI 1301 include placement in college-level reading. If you have enrolled in this course having satisfied these prerequisites, you have a higher chance of success than students who have not done so. Please carefully read and consider the repeater policy in the [HCCS Student Handbook](#).

Eagle Online Canvas Learning Management System

This section will use [Eagle Online Canvas](https://eagleonline.hccs.edu) (<https://eagleonline.hccs.edu>) to supplement in-class assignments, exams, and activities.

McGraw Hill Connect – our textbook’s publisher will be the online component for this course, which is integrated into Canvas as a FIRST DAY ACCESS COURSE.

Please logon to Canvas -> 6212-BUSI-1301-Business Principles-F8A-22447 -> Left menu -> First Day (Inclusive Access) Course Material to launch.

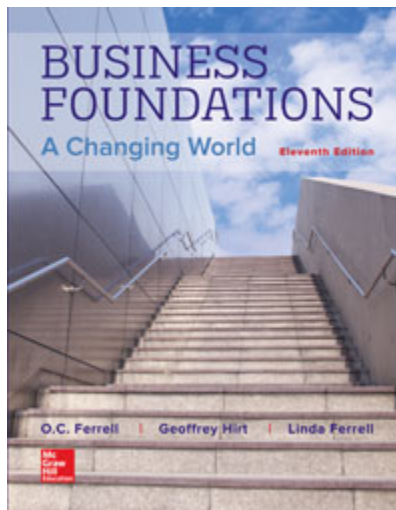
HCCS Open Lab locations may be used to access the Internet and Eagle Online Canvas. It is recommended that you **USE [FIREFOX](#) OR [CHROME](#) AS YOUR BROWSER**.

HCC Online Information and Policies

Here is the link to information about HCC Online classes including the required Online Orientation for all fully online classes: <http://www.hccs.edu/online/>

Instructional Materials

Textbook Information



The textbook listed below is **required** for this course.

"Business Foundations A Changing World Loose Leaf with connect"
(12th edition) by

Ferrell (McGraw Hill)

ISBN: 9781260223873

Connect Access Code is included in a package that contains the text as well as an access code and are found at the [HCC Bookstore](#). You may either use a hard copy of the book or rent the e-book. Order your book here: [HCC Bookstore](#)

Access to E-Book

Please logon to Canvas -> 6212-BUSI-1301-Business Principles-F8A-22447 -> Left menu -> First Day (Inclusive Access) Course Material to launch.

Other Instructional Resources

Publisher's Digital Workbook

We will be using McGraw Hill Connect (which is integrated into Eagle Online Canvas) throughout this course. I encourage you to use First Day (Inclusive Access) Course Material, located on our course page on Canvas, to get started immediately.

We will utilize Canvas online for online tests, quizzes, and projects.

Each week there is a new LearnSmart module, video, quiz, case studies, or similar activity on McGraw Hill Connect for you to work on. Each of you is required to complete the weekly activity by **each Sunday 11pm**. Otherwise, you will receive a zero (0) for that week.

Tutoring

HCC provides free, confidential, and convenient academic support, including writing critiques, to HCC students in an online environment and on campus. Tutoring is provided by HCC personnel in order to ensure that it is contextual and appropriate. Visit the [HCC Tutoring Services](#) website for services provided.

Libraries

The HCC Library System consists of 9 libraries and 6 Electronic Resource Centers (ERCs) that are inviting places to study and collaborate on projects. Librarians are available both at the libraries and online to show you how to locate and use the resources you need. The libraries maintain a large selection of electronic resources as well as collections of books, magazines, newspapers, and audiovisual materials. The portal to all libraries' resources and services is the HCCS library web page at <http://library.hccs.edu>.

Supplementary Instruction

Supplemental Instruction is an academic enrichment and support program that uses peer-assisted study sessions to improve student retention and success in historically difficult courses. Peer Support is provided by students who have already succeeded in completion of the specified course, and who earned a grade of A or B. Find details at <http://www.hccs.edu/resources-for/current-students/supplemental-instruction/>.

Course Overview

BUSI 1301 (Business Principles) 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.

Program Student Learning Outcomes (PSLOs)

1. Identify essential management skills necessary for career success.
2. Describe the relationships of social responsibility, ethics, and law in business.
3. Construct a business plan.
4. Examine the role of strategic human resource planning in support of organizational mission and objectives.

Course Student Learning Outcomes (CSLOs)

Upon completion of BUSI 1301, the student will be able to:

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

Learning Objectives

The primary objective is to give the student an understanding of basic business principles. Global business, entrepreneurship, management, marketing, technology, and financial management will be discussed. Another purpose of this course is to provide an opportunity for the student to learn first hand about investing through participation in a stock market game.

Identify major business functions of accounting, management, marketing, and economics.

Describe the relationships of social responsibility, ethics, and law in business.

Define and apply business terminology.

Student Success

Expect to spend at least twice as many hours per week outside of class as you do in class studying the course content. Additional time will be required for written assignments. The assignments provided will help you use your study hours wisely. Successful completion of this course requires a combination of the following:

- Reading the textbook
- Attending class in person and/or online
- Completing assignments
- Participating in class activities

There is no short cut for success in this course; it requires reading (and probably re-reading) and studying the material using the course objectives as a guide.

Instructor and Student Responsibilities

As your Instructor, it is my responsibility to:

- Provide the grading scale and detailed grading formula explaining how student grades are to be derived
- Facilitate an effective learning environment through learner-centered instructional techniques
- Provide a description of any special projects or assignments
- Inform students of policies such as attendance, withdrawal, tardiness, and making up assignments
- Provide the course outline and class calendar that will include a description of any special projects or assignments
- Arrange to meet with individual students before and after class as required

As a student, it is your responsibility to:

- Attend class in person and/or online
- Participate actively by reviewing course material, interacting with classmates, and responding promptly in your communication with me
- Read and comprehend the textbook
- Complete the required assignments and exams
- Ask for help when there is a question or problem
- Keep copies of all paperwork, including this syllabus, handouts, and all assignments
- Attain a raw score of at least 50% on the departmental final exam
- Be aware of and comply with academic honesty policies in the HCCS Student Handbook

Assignments, Exams, and Activities

Written Assignment

Signature Assignment: In Module 7, you are assigned a writing project related to business principles, and it is worth 100 points. This will be in written format and submission will be done electronically.

Exams

Pre-Test: This course launches with a Pre-Test before you can move forward with any content. The purpose of this pre-test is to identify your strengths and weaknesses related to the content of this course so that the modules will help capitalize on your strengths and convert your weaknesses into strengths. Low scores on the pre-test DO NOT negatively impact your overall grade.

Quizzes: Modules 1-6 each features a quiz related to the module material covered for that module. Before you launch each of these quizzes, you must ensure you complete all the module material successfully, including module discussions. That's the only way to ensure you will secure solid grades in quizzes. Low scores on the quizzes DO impact your overall grade in the course.

Post-Test: This course concludes with a Post-Test to ensure the course content has satisfactorily helped you capitalizing on your strengths and converting your weaknesses into strengths. Low scores on the post-test DO impact your overall grade in the course.

Other Activities

Chapters/Modules: Modules 1-6 each features at least one, if not multiple, chapter from the textbook as interactive modules hosted through McGraw Hill-Connect. You must thoroughly complete these interactive chapters/modules for each module.

Discussions: In addition to the items described above, Modules 1-6 each features a discussion topic related to the module material covered for that module. I recommend completing your interactive chapters/modules before answering the discussion topics. I also recommend responding to your classmates' comments.

Final Exam

The Post-Test at the end of Module 8 serves as the final exam for this course.

Grading Formula

| Assignment | Due Date | Grade |
|-------------------------------|----------|---------|
| Start Here Module & Pre-Test | 1/22 | 50 pts |
| Module 1 - Chapter 1, 2, 3 | 1/24 | 30 pts |
| Module 1 - Discussion | 1/24 | 10 pts |
| Module 1 - Quiz | 1/24 | 30 pts |
| Module 2 - Chapter 4, 5 | 1/31 | 20 pts |
| Module 2 - Discussion | 1/31 | 10 pts |
| Module 2 - Quiz | 1/31 | 20 pts |
| Module 3 - Chapter 6, 7, 8 | 2/7 | 30 pts |
| Module 3 - Discussion | 2/7 | 10 pts |
| Module 3 - Quiz | 2/7 | 30 pts |
| Module 4 - Chapter 9, 10 | 2/14 | 20 pts |
| Module 4- Discussion | 2/14 | 10 pts |
| Module 4 - Quiz | 2/14 | 20 pts |
| Module 5 - Chapter 11, 12, 13 | 2/21 | 30 pts |
| Module 5 - Discussion | 2/21 | 10 pts |
| Module 5 - Quiz | 2/21 | 30 pts |
| Module 6 - Chapter 14, 15, 16 | 2/28 | 30 pts |
| Module 6 - Discussion | 2/28 | 10 pts |
| Module 6 - Quiz | 2/28 | 30 pts |
| Signature Assignment | 3/7 | 100 pts |
| Post-Test | 3/10 | 50 pts |

TOTAL POINTS AVAILABLE

580 pts

HCC Grading Scale:

| | |
|------------------------------------|----------------------------|
| A = 100- 90 | 4 points per semester hour |
| B = 89 - 80: | 3 points per semester hour |
| C = 79 - 70: | 2 points per semester hour |
| D = 69 - 60: | 1 point per semester hour |
| 59 and below = F | 0 points per semester hour |
| FX (Failure due to non-attendance) | 0 points per semester hour |
| IP (In Progress) | 0 points per semester hour |
| W (Withdrawn) | 0 points per semester hour |
| I (Incomplete) | 0 points per semester hour |
| AUD (Audit) | 0 points per semester hour |

IP (In Progress) is given only in certain developmental

courses. The student must re-enroll to receive credit. COM (Completed) is given in non-credit and continuing education courses.

FINAL GRADE OF FX: Students who stop attending class and do not withdraw themselves prior to the withdrawal deadline may either be dropped by their professor for excessive absences or be assigned the final grade of "FX" at the end of the semester. Students who stop attending classes will receive a grade of "FX", compared to an earned grade of "F" which is due to poor performance. Logging into a DE course without active participation is seen as non-attending. Please note that HCC will not disperse financial aid funding for students who have never attended class.

Students who receive financial aid but fail to attend class will be reported to the Department of Education and may have to pay back their aid. A grade of "FX" is treated exactly the same as a grade of "F" in terms of GPA, probation, suspension, and satisfactory academic progress.

To compute grade point average (GPA), divide the total grade points by the total number of semester hours attempted. The grades "IP," "COM" and "I" do not affect GPA.

Incompletes: The grade of "I" (incomplete is conditional. A student receiving an "I" must arrange with the instructor to complete the course work within six months of the end of the incomplete term. After the deadline, the "I" becomes an "F". Upon completion of the coursework, the grade will be entered as I/grade on the student transcript. All "I" s must be changed to grades prior to graduation.

Incomplete Policy:

In order to receive a grade of Incomplete ("I"), a student must have completed at least 85% of the work in the course. In all cases, the instructor reserves the right to decline a student's request to receive a grade of Incomplete.

HCC Grading Scale can be found on this site under Academic Information:
<http://www.hccs.edu/resources-for/current-students/student-handbook/>

Course Calendar

| Assignment | Due Date | Grade |
|-------------------------------|----------|---------|
| Start Here Module & Pre-Test | 1/22 | 50 pts |
| Module 1 - Chapter 1, 2, 3 | 1/24 | 30 pts |
| Module 1 - Discussion | 1/24 | 10 pts |
| Module 1 - Quiz | 1/24 | 30 pts |
| Module 2 - Chapter 4, 5 | 1/31 | 20 pts |
| Module 2 - Discussion | 1/31 | 10 pts |
| Module 2 - Quiz | 1/31 | 20 pts |
| Module 3 - Chapter 6, 7, 8 | 2/7 | 30 pts |
| Module 3 - Discussion | 2/7 | 10 pts |
| Module 3 - Quiz | 2/7 | 30 pts |
| Module 4 - Chapter 9, 10 | 2/14 | 20 pts |
| Module 4- Discussion | 2/14 | 10 pts |
| Module 4 - Quiz | 2/14 | 20 pts |
| Module 5 - Chapter 11, 12, 13 | 2/21 | 30 pts |
| Module 5 - Discussion | 2/21 | 10 pts |
| Module 5 - Quiz | 2/21 | 30 pts |
| Module 6 - Chapter 14, 15, 16 | 2/28 | 30 pts |
| Module 6 - Discussion | 2/28 | 10 pts |
| Module 6 - Quiz | 2/28 | 30 pts |
| Signature Assignment | 3/7 | 100 pts |
| Post-Test | 3/10 | 50 pts |

Syllabus Modifications

The instructor reserves the right to modify the syllabus at any time during the semester and will promptly notify students in writing, typically by e-mail, of any such changes.

Instructor's Practices and Procedures

Missed Assignments

There will be **no make-ups** for assignments, quizzes, or exams. I **do not accept** late work.

Academic Integrity

Students are responsible for conducting themselves with honor and integrity in fulfilling course requirements. Penalties and/or disciplinary proceedings may be initiated by College System officials against a student accused of scholastic dishonesty.

"Scholastic dishonesty" includes , but is not limited to, cheating on a test, plagiarism, and collusion.

"Cheating" on test includes:

- Copying from another student's test paper;
- Using materials during a test that are not authorized by the person giving the test;
- Collaborating with another student during a test without authority;
- Knowingly using, buying, selling, stealing, transporting, or soliciting in whole or in part the contents of an un administered test;
- Bribing another person to obtain a test that is to be administered.

"Plagiarism" means the appropriation of another's work and the unacknowledged incorporation of that work in one's own written work offered for credit.

"Collusion" means the unauthorized collaboration with another person in preparing written work offered for credit. Scholastic Dishonesty will result in a referral to the Dean of Student Services. See the link below for details.

Here's the link to the HCC information about academic integrity (Scholastic Dishonesty and Violation of Academic Scholastic Dishonesty and Grievance):

<http://www.hccs.edu/about-hcc/procedures/student-rights-policies--procedures/student-procedures/>

Attendance Procedures

Class attendance is essential. Generally, the course material is covered in the text; however, lectures and small group exercises augment and clarify the textbook material. You are encouraged to get to know your fellow students in order to have a source for lecture notes and handouts if you cannot attend a class session. Students are expected to assume the responsibility for learning. Your instructor will assist you, but the actual responsibility rests with you.

In accordance with HCCS rules, the instructor has the authority to drop a student from any class after the student has been absent (or not logged in online) for periods equivalent to two weeks of class (6 classes). However, the student has the ultimate responsibility to withdraw from the course. Attending class lectures is vital to understanding, integrating, and applying

the concepts discussed in class. Attendance will be kept according to HCCS rules. If there are extreme circumstances that require absence from class, it is the student's responsibility to notify the instructor before the class period. Students absent (or not logged in regularly online) from class are still responsible for all material assigned and/or covered during the missed session.

Student Conduct

Students are also expected to devote their energy to attaining the skills and knowledge required for their particular career goals. Disruptive activity that hinders other students' learning or deters an instructor from effective teaching will not be tolerated under any circumstances.

Electronic Devices

We live in the 21st century with access to information on the go and on the spot. This fact, combined with the fact that this is a Business Management course, makes it that much more important to utilize the latest technology than ever. Therefore, I encourage students to utilize their portable devices (tablets, laptops, etc.) to conduct their work on their electronic devices.

HCC Policies

Here's the link to the HCC Student Handbook <http://www.hccs.edu/resources-for/current-students/student-handbook/> In it you will find information about the following:

- Academic Information
- Academic Support
- Attendance, Repeating Courses, and Withdrawal
- Career Planning and Job Search
- Childcare
- disAbility Support Services
- Electronic Devices
- Equal Educational Opportunity
- Financial Aid TV (FATV)
- General Student Complaints
- Grade of FX
- Incomplete Grades
- International Student Services
- Health Awareness
- Libraries/Bookstore
- Police Services & Campus Safety
- Student Life at HCC
- Student Rights and Responsibilities
- Student Services
- Testing
- Transfer Planning
- Veteran Services

EGLS³

The EGLS³ ([Evaluation for Greater Learning Student Survey System](#)) will be available for most courses near the end of the term until finals start. This brief survey will give invaluable information to your faculty about their teaching. Results are anonymous and will be available to faculty and division chairs after the end of the term. EGLS³ surveys are only available for the Fall and Spring semesters. -EGLS3 surveys are not offered during the Summer semester due to logistical constraints.

<http://www.hccs.edu/resources-for/current-students/egls3-evaluate-your-professors/>

Campus Carry Link

Here's the link to the HCC information about Campus Carry:

<http://www.hccs.edu/departments/police/campus-carry/>

HCC Email Policy

When communicating via email, HCC requires students to communicate only through the HCC email system to protect your privacy. If you have not activated your HCC student email account, you can go [to HCC Eagle ID](#) and activate it now. You may also use Canvas Inbox to communicate.

Housing and Food Assistance for Students

Any student who faces challenges securing their foods or housing and believes this may affect their performance in the course is urged to contact the Dean of Students at their college for support. Furthermore, please notify the professor if you are comfortable in doing so.

This will enable HCC to provide any resources that HCC may possess.

Office of Institutional Equity

Use the link below to access the HCC Office of Institutional Equity, Inclusion, and Engagement (<http://www.hccs.edu/departments/institutional-equity/>)

disAbility Services

HCC strives to make all learning experiences as accessible as possible. If you anticipate or experience academic barriers based on your disability (including long and short term conditions, mental health, chronic or temporary medical conditions), please meet with a campus Abilities Counselor as soon as possible in order to establish reasonable accommodations. Reasonable accommodations are established through an interactive process between you, your instructor(s) and Ability Services. It is the policy and practice of HCC to create inclusive and accessible learning environments consistent with federal and state law. For more information, please go to <http://www.hccs.edu/support-services/disability-services/>

Title IX

Houston Community College is committed to cultivating an environment free from inappropriate conduct of a sexual or gender-based nature including sex discrimination, sexual assault, sexual harassment, and sexual violence. Sex discrimination includes all forms of sexual and gender-based misconduct and violates an individual's fundamental rights and

personal dignity. Title IX prohibits discrimination on the basis of sex-including pregnancy and parental status in educational programs and activities. If you require an accommodation due to pregnancy please contact an Abilities Services Counselor. The Director of EEO/Compliance is designated as the Title IX Coordinator and Section 504 Coordinator. All inquiries concerning HCC policies, compliance with applicable laws, statutes, and regulations (such as Title VI, Title IX, and Section 504), and complaints may be directed to:

David Cross
Director EEO/Compliance
Office of Institutional Equity & Diversity
3100 Main
(713) 718-8271
Houston, TX 77266-7517 or Institutional.Equity@hccs.edu
<http://www.hccs.edu/departments/institutional-equity/title-ix-know-your-rights/>

Office of the Dean of Students

Contact the office of the Dean of Students to seek assistance in determining the correct complaint procedure to follow or to identify the appropriate academic dean or supervisor for informal resolution of complaints.

<https://www.hccs.edu/about-hcc/procedures/student-rights-policies--procedures/student-complaints/speak-with-the-dean-of-students/>

Department Chair Contact Information

Department Chair's name, email address, and office phone number.

Dr. Raven Davenport

713-718-6478

Raven.davenport@hccs.edu