



**Business Center of Excellence
Business Management Department**

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

BUSI: 1301 Business Principles Lecture | 21586

Spring 2020 | February 18 thru May 17)

3 Credit Hours | 48 hours per semester

Instructor Contact Information

Instructor: Karen Overton, Associate Professor

Office Phone: 713 718.5453

Office Hours: TBA

HCC Email:Karen.overton@hccs.edu

Office Locations: Missouri City and
Stafford

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 HCC Email to contact me. I preferred to be contacted via email. I will respond to emails on Tuesday and Thursday after 5:00pm.I will reply to weekend messages on Tuesday.

What's Exciting About This Course

I am pleased that you are in my Business class. Although you may look on this class as merely a stepping-stone for furthering your education, I hope your realize as the class process that your will be learning important lifelong skills that will help you in other classes, your career, and your personal life. This class takes place online classroom, so you will also be learning important computer skills. Students will need Connect Access code to complete assignments for this course, so purchasing a textbook through 3rd party will still require that you purchase Connect access code. Access codes are available for students the first two weeks at no charge; however, after the two weeks, student will not be able to access the course through Connect, and their grades may be deleted. See HCC bookstore or Connect contact information that's listed on course's home page on Canvas.

My Personal Welcome

This course does require a commitment from you: a responsibility to complete all assignments on time. My expectations of you are high because I know what is possible. You will get out of this class knowledge and understanding based on what you put into it. I will send helpful tips during the course on Tuesday or Thursday, so read your email weekly. This course requires great time management skills, reading comprehensive, and a strong desire to complete the course work by any means necessary.

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. This course will use Eagle Online Canvas and CONNECT, publisher's publisher website. The class assignments and scoring rubrics will be listed on the Course calendar in this document and on Canvas.

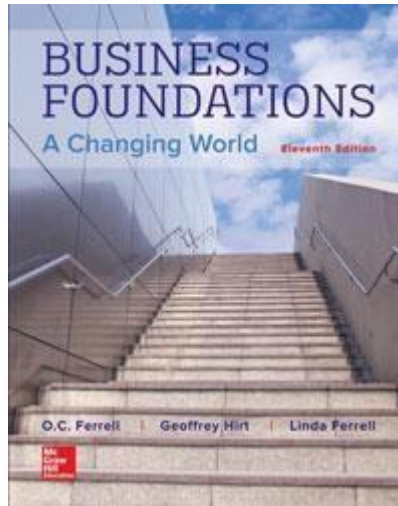
HCCS Open Lab locations may be used to access the Internet and Eagle Online Canvas. It is recommended that you **USE [FIREFOX](#) OR [CHROME](#) AS YOUR BROWSER.**

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"
(11th edition) by
Ferrell (McGraw Hill)
ISBN: 9781260223873

Your online textbook and other learning resources are all linked directly in your courses within Canvas. This ensures you have the correct course materials including the electronic textbook within Connect on the first day of class at a much lower cost. The charge for Connect access goes directly to your HCC account making it eligible for Financial Aid. If you'll need a physical copy, you'll have the option to purchase a loose-leaf version (3-ring binder) of the e-text at the campus book store at a low cost or you can purchase it directly within Connect. Because you have been enrolled simply log-in to your Canvas course and follow the instructions your instructor will provide for you after the 1st day of class. Your tuition fee included access to online course materials through Connect, so there's no need to visit the bookstore unless you want a hard copy of the textbook. Hard copies for text can also be purchased via Connect through McGraw Hill publisher. Check their site also. Don't hesitate to let me know should you have any questions or difficulty.

Call Connect Service Support Line for technical issues with this course.

This will be the first time this type of textbook and course access have been used for this course, so we are learning together. Relax and patience are needed on your end and mine. I will not grade any assignment incorrectly due to technical issues with this application. It is important to contact me IMMEDIATELY if you encounter any problems, so it can be fixed rather than later.

Business Foundation - 11th Edition – Ebook

This course is participating in the First Day Program! You will receive immediate access to an electronic version of the required textbook via the **Course Materials tab** in Canvas. The charge for electronic access to the e-book is billed through your tuition and fees statement at Houston Community College. You do not need to go to the bookstore or get a special code to access the e-book. If you'll need a physical print copy, you are able to purchase a loose-leaf copy of the textbook from McGraw-Hill or the bookstore. The bookstore will help you place an order of a low-cost loose-leaf version of the textbook for about **\$26.70** post tax. The low cost printed text is only available for students participating in the First Day program.

Business Foundation ISBN: 978-1-260-04096-8 Connect

This course is a course participating in First Day! You will receive immediate access to an electronic version of the required textbook **Connect** in Canvas. The charge for electronic access to Connect is billed through your tuition and fees statement at Houston Community College. You do not need to go to the bookstore or get a special code to access Connect. The bookstore will help you place an order of a low-cost loose-leaf version of the textbook for about **\$26.70** post tax. The low cost printed text is only available for students participating in the First Day program.

Other Instructional Resources

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 peerassisted 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

Learning Objectives for each CSLO can be found at the beginning of each chapter in your textbook on the first page along with chapter's outline. I recommend reviewing this page before reading the chapter contents or taking notes. This is a brief summary of the information discussed in the chapter and will be helpful when preparing for tests and completing assignments. I like to refer to it as your roadmap or guide for the chapter's information.

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

Exams

All assignments and tests will have multiple-choice questions." The rubrics showing the percentage for all assignment is listed in the course calendar section. Each question is estimated 2 points or lower. All exams are on Eagle Online Canvas and I advise students to review the dates of availability of each exam, the time limit, if any, and the number of attempts allowed. Test and assignment due dates will be posted on Canvas first day of class.

ACTIVITIES

CONNECT ORIENTATION EXERCISE....

FIRST WEEK OF COURSE 10%

TEST ONE...CHAPTERS 1 THRU 4
QUIZ ONE/CHAPTERS 1 THRU 4

TEST TWO...CHAPTERS 5 THRU 8
QUIZ TWO/CHAPTERS 5 THRU 8

TEST THREE...CHAPTERS 9 THRU 12
QUIZ THREE/CHAPTERS 9 THRU 12

TEST FOUR...CHAPTERS 13 THRU 16
QUIZ FOUR/CHAPTERS 13 THRU 16 50%

BUSINESS PLAN EXERCISE 20%

FINAL EXAM 20%

100%

Final Exam

Final Exam dates will be posted on the Course calendar and is comprehensive(all chapters).

Grading Formula

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

Textbook Chapter Review

	CHAPTERS	Topics
1		The Dynamics of Business and Economics
2		Business Ethics and Social Responsibility
3		Business in a Borderless World
4		Options for Organizing Business
5		Small Business, Entrepreneurship, and Franchising
6		The Nature of Management
7		Organization, Teamwork, and Communication
8		Managing Service and Manufacturing Operations
9		Motivating the Workforce
10		Managing Human Resources
11		Customer-Driven Marketing
12		Dimensions of Marketing Strategy
13		Digital Marketing and Social Networking
14		Accounting and Financial Statements
15		Money and Financial System
16		Financial Management and Securities Markets.

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

"No makeups" for all class assignment and your lowest exam will be dropped. No make-up exams are allowed for missed exams.

Academic Integrity

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/studentprocedures/>

Attendance Procedures

For Online classes, completing the assignments will be count as attendance. For hybrid classes, attendance will be discussed in class. I can withdrawal students for not completing any assignments by Final Exam or stop attending class in hybrid classes by drop date. See HCC website for drop deadline.

Student Conduct

Student Conduct link will be posted on Canvas that's in line with HCC policies. Any disruptive behavior or threatening language in the classroom or online can result in being dropped from my class. I will give a warning in writing and if student's behavior does not change, students can be dismissed from class without tuition refund.

Instructor's Course-Specific Information (As Needed)

Students test scores and grades should be posted after the end of the testing time frame or completion of assignments. Answers will not be given, but student's can view grades. Students will receive their final average at least 3 days before the close of the semester in order to inquiry about final average. I do not curve grades or tests. Student's grades will be calculated by their scores only.

Electronic Devices

Hybrid and face-to face classes will not be allowed to use their cell phones in class.

HCC Policies

Here's the link to the HCC Student Handbook <http://www.hccs.edu/resources-for/currentstudents/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/supportservices/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/studentcomplaints/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