BUSI 1301 – Introduction to Business

Course Description/Overview

This course is an introduction to the fundamental principles of business organization, ownership, operation, and control. It is intended to help beginning students selecting a major program in the College of Business and lay the foundation for other business courses.

Prerequisite Knowledge
There are no prerequisites for this course.

Course Technology
Students should be familiar with the use of Microsoft Office Word and PowerPoint (or other acceptable presentation) software and have access to Angelo State University Blackboard. Students will access course materials and online assignments and tests using MindTap, by Cengage, and Blackboard. Students will be required to purchase an access code from either the ASU Bookstore or directly from Cengage to access the online text, exams, and quizzes.

Class Meeting Times
BUSI 1301.010 class meets on Mondays/Wednesdays from 10:00 to 10:50 a.m. Classwork on Fridays will be conducted online through weekly assignments and exams.

Technical Support
The Technology Service Center (TSC) may be contacted by calling (325) 942-2911 or 1-866-942-2911; or by email at helpdesk@angelo.edu. MindTap resources and assistance with the Cengage MindTap platform help are available from Cengage online at: http://support.cengage.com/victoriaweb/primarypage.

Faculty/Instructor Information

Gayle Randall  
Senior Instructor of Management and Marketing  
Office: RAS 244  
Phone: 325-486-6619; Mobile: 325-939-1263  
E-mail: grandall@angelo.edu  
Office Hours: Monday/Wednesday: 10:45 a.m. – 12:00 p.m.; 12:45 – 1:30 p.m.; other times by appointment
Course Objectives

Learning Objectives
Introduction to Business is designed to introduce students to the world of organizations and business and to help students become creative, self-directed learners. As a result of completing this course, the student should have achieved the following:

1. Explain how business success is measured in economic and ethical terms.
2. Identify the pros and cons of different small business models and be conversant in the steps entrepreneurs take to start up a business.
3. List and define the four basic functions of management, and describe how different organizational structures fit best with the needs of a specific organization's mission and culture.
4. List and describe the basic elements required from human resources management (HRM), including what steps are required to attract and retain employees; identify key legal requirements and laws affecting HRM such EEO, ADA, and OSHA.
5. Explain key marketing concepts including the "Four Ps", market drivers, market channels, and the product development process.
6. Identify the key elements of and uses for financial statements including the balance sheet, income statement, and cash flows.

Methods of Assessing Learning Outcomes
Learning Outcomes will be assessed through exams, assignments, and class participation.

These objectives can only be achieved through a joint effort: I will work to stimulate your interest and learning in these areas, but you will be expected to display initiative and a program of self-study as well. In that sense, a complementary objective of the course is to provide you with an environment that will encourage and reward your own intellectual effort, while simultaneously maintaining rigorous standards that identify those who are motivated to pursue excellence in their own educational preparation for a business career.

Course Textbook and Required Readings

Students may choose to purchase either textbook option:


IMPORTANT: This is a loose-leaf text plus an online version of the book and is bundled with the Cengage MindTap Learning Management System. You must have access to the online version to complete your reading assignments and chapter quizzes. While the online-only version is also available (without the loose-leaf bundle), I highly recommend
that you also buy the loose leaf printed copy because you will find it useful when you take your open book, open note, online tests. This bundle is available only from the ASU bookstore or Cengage directly. (I also recommend you shop for prices differences between the publisher directly and the bookstore.) You will not be able to share access or buy a used textbook and still complete your assignments.

PowerPoint slides are also available for each chapter as a study guide/test reference on Blackboard under the “course resources” tab found on the course home page.

**Grading Policies**

This course employs the following to measure student learning:

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exam 1</td>
<td>75</td>
</tr>
<tr>
<td>Exam 2</td>
<td>75</td>
</tr>
<tr>
<td>Exam 3</td>
<td>75</td>
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<tr>
<td>Exam 4</td>
<td>75</td>
</tr>
<tr>
<td>Exam 5</td>
<td>75</td>
</tr>
<tr>
<td>15 Assignments@5 points each</td>
<td>75</td>
</tr>
<tr>
<td>Attendance/Participation</td>
<td>50</td>
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<tr>
<td>Total Points</td>
<td>500</td>
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</tbody>
</table>

Angelo State University employs a letter grade system. Grades in this course are determined on a percentage scale:

- A = 90 – 100 %  
  - A = 450 - 500 points
- B = 80 – 89 %  
  - B = 400 – 449 points
- C = 70 – 79 %  
  - C = 350 – 399 points
- D = 60 – 69 %  
  - D = 300 – 349 points
- F = Below 60%  
  - F = Below 300 points

**Tests and Final Exams**

The tests given during the term are objective-test format. The tests will consist of 50-60 multiple-choice questions given in an online format and they will sample about evenly from both the general concepts and the details presented in the text and in class.

Please keep in mind that being prepared and taking the tests during the allocated times is your responsibility. The tests are on the schedule and I urge you to mark them on your calendar now.

Each exam is worth 75 points. Students have 70 minutes to answer 50 questions, but the questions are challenging, so prepare well for each test—there is not time to look up all the answers when you take the test. Test questions will come from a test pool and will be ordered randomly. Once the exam is launched, it must be completed; it cannot be paused and restarted.
I strongly recommend you take the exam in a location with a solid Internet connection such as the ASU library or a campus-based computer lab. If the Internet session is interrupted while taking the exam, students may contact ASU Technology Services Center to get a trouble ticket. Students may then contact me to re-open or re-start the exam.

Students may use their books, notes, or PowerPoint slides to take exams; however, students may not collaborate with each other for exams. Students that do not adhere to the Academic Honesty and Integrity Policy will receive an F in the class.

The final exam will cover only the material covered since the prior exam.

**Assignments**
There are a total of 15 graded online assignments. Each of the due dates for the assignments is listed on the Class Schedule and Blackboard and is due on or before the due date. Each assignment is worth 5 points. Late submissions will not be accepted.

**Attendance Policy**
Class attendance is important, strongly encouraged, and **expected**; attendance comprises 10% of the final grade. Class lectures and discussions will supplement text materials and will be included as an aspect of the tests. Further, you are responsible for everything that is discussed in class, taken up in class, or handed out in class.

**Attendance: Max 50 points**

Criteria:

<table>
<thead>
<tr>
<th>Absences</th>
<th>0</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grade (%)</td>
<td>100%</td>
<td>98%</td>
<td>90%</td>
<td>80%</td>
<td>65%</td>
<td>50%</td>
<td>0%</td>
</tr>
<tr>
<td>Total Points</td>
<td>50</td>
<td>49</td>
<td>45</td>
<td>40</td>
<td>32.5</td>
<td>25</td>
<td>0</td>
</tr>
</tbody>
</table>

There is always an “excuse” for missing class. Some are legitimate such as illness. Some are understandable such as getting to spend a long weekend at a fantastic resort. And others are plain BS such as just not wanting to attend.

My policy regarding attendance is simple; it is based on rewarding “good” behavior and failing to reward “bad” behavior. Punishment is not part of this equation. Therefore, if you are absent a total of three times or less this semester, you will qualify for any curve that is given at the end of course. If you miss four or more classes, then you do **not** qualify for any curve that might be given at the end of the term.

What I am expecting from you in this class is a **pattern of responsible involvement** in the course and in your own learning experience. Most jobs in the real world require you to be at work, to be there on time, and to stay until the work is complete. I require this of you now. If you do not agree with my standards, then you should take this course with someone else.

The class provides an opportunity for you to develop abilities in communicating with others about your ideas and approaches for dealing with introductory business problems. This is important. After
graduation you will spend much of your professional career doing just that, regardless of the specific career area you pursue. The potential of this opportunity is only fully realized if you make meaningful contributions to the course in class discussions and debate.

It is your responsibility to keep track of your attendance. **If you leave before the class ends or arrive late, you will be marked absent.**

**Ram Jam Requirement**
Students are required to attend a minimum of 2 Ram Jam Events during the semester. There are a total of 7 Ram Jam Events throughout the semester. The Ram Jam Event dates are listed on the class schedule. Students are expected to sign-in at the College of Business booth at the LeGrand Alumni Center at 1620 University Avenue (across from the LeGrand Stadium at 1st Community Credit Union Field.)

**Participation**
Students should be prepared for class and are **expected to participate** in class discussions, especially during the Question & Answer Sessions with Guest Speakers.

**Response Time**
Individual exams and assignments are graded online.

**Course Policies**

**Academic Honesty and Integrity**
Angelo State University expects its students to maintain complete honesty and integrity in their academic pursuits. Students are responsible for understanding and complying with the university **Academic Honor Code** and the **ASU Student Handbook**.

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It is the professor’s intention to be as fair and impartial as is humanly possible. Therefore, all students will be asked to adhere to the same set of guidelines and rules UNLESS there are disabilities or documented extenuating circumstances that have been discussed with the professor and the Student Life Office. Please make sure you inform the professor as soon as any situation arises. Do NOT wait until the problem is compounded by poor class performance, poor attendance, etc.

Academic integrity is expected. This includes, but is not limited to, any form of cheating, plagiarism, unauthorized sharing of work, or unauthorized possession of course materials. The professor assumes that all students can be trusted. Please do not violate this trust. Violation of academic integrity will result in a failing grade for the course.

**Courtesy and Respect**
Courtesy and Respect are essential ingredients to this course. We respect each other’s
opinions and respect their point of view at all times while in our class sessions. The use of profanity & harassment of any form is strictly prohibited (Zero Tolerance), as are those remarks concerning one's ethnicity, life style, race (ethnicity), religion, etc.; violations of these rules will result in immediate dismissal from the course.

**Accommodations for Disability**

As stated in the Angelo State University Operating Policy and Procedure (OP 10.15 Providing Accommodations for Students with Disabilities), the Student Life Office is the designated campus department charged with the responsibility of reviewing and authorizing requests for reasonable accommodations based on a disability, and it is the student's responsibility to initiate such a request by contacting the Student Life Office at (325) 942-2191 or (325) 942-2126; (325) 942-2126 (TDD/FAX) or by e-mail at Student.Life@angelo.edu to begin the process. The Student Life Office will establish the particular documentation requirements necessary for the various types of disabilities.

**Religious Holy Day Observance**

As stated in the Angelo State University Operating Policy and Procedure (OP 10.19 Student Absence for Observance of Religious Holy Day), a student who intends to observe a religious holy day should make that intention known in writing to the instructor prior to the absence. A student who is absent from classes for the observance of a religious holy day shall be allowed to take an examination or complete an assignment scheduled for that day within a reasonable time after the absence.

**Course Drop**

To view information about how to drop this course or to calculate important dates relevant to dropping this course, you can visit http://www.angelo.edu/services/registrars_office/course_drop_provisions.php.

**Incomplete as a Course grade**

As stated in the Angelo State University Operating Policy and Procedure (OP 10.11 Grading Procedures), the grade I is given when the student is unable to complete the course because of illness or personal misfortune. An I that is not removed before the end of the next long semester automatically becomes an F. A graduate student will be allowed one year to remove a grade of I before it automatically becomes an F. To graduate from ASU, a student must complete all I’s.

**Grade Appeal Process**

As stated in the Angelo State University Operating Policy and Procedure (OP 10.03 Student Grade Grievances), a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see Operating
Procedure 10.03 at: http://www.angelo.edu/content/files/14196-op-1003-grade-grievance

Conferences
I look forward to the opportunity to get to know you during the term. I will be glad to talk with you about any aspect of the course—or for that matter anything that is on your mind during office hours and before or after classes as our schedules permit. Please let me know if I can be of help. I will also be happy to make an appointment to see you at a time that is convenient for you. Please feel free to call or text if you have any questions. I can best be reached at 325-939-1263 or grandall@angelo.edu.

Introduction to Business (BUSI 1301) Class Schedule

Date  Day  Class Activity

8/28  M  Course Introduction

8/30  W  Chapter 1, Exploring the World of Business and Economics

Assignments: (1) Complete MindTap, Chapter 1 Assignment (on Blackboard under the “MindTap Assignments” tab); (2) Prepare 2 questions to ask our Guest Speaker next Wednesday. Print questions on Word document (with your name on it) for 5 extra credit points on Exam 1. Bring to class on 9/06.

8/31  Attend Ram Jam Tailgate at the Alumni Center, 3:30 - 5:30. Sign in at the College of Business tailgate booth. (Josh Abbott Band performing from 3:30 - 5:00 p.m.) Football game at 6:00! This is a Thursday.

9/01  F  See Ram Jam Tailgate Event listed above on 8/31

9/04  M  Labor Day – Enjoy your Holiday!

9/06  W  Guest Speaker: Greg Duke; Suddenlink – ASK QUESTIONS AT Q&A SESSION!!

9/08  F  Online Workday: MindTap Assignments, Chapters 2 and 3, (Available on Blackboard under the “MindTap Assignments” tab)

9/09  Attend Ram Jam Tailgate at the Alumni Center, 3:30 - 5:30. Sign in at the College of Business tailgate booth. Game at 6:00! This is a Saturday.

9/11  M  Chapter 2, Being Ethical and Socially Responsible Assignment: Complete MindTap Assignment, Chapter 2

9/13  W  Chapter 3, Exploring Global Business Assignment: Complete MindTap Assignment, Chapter 3
9/15  F  EXAM 1 (Chapters 1, 2, 3) available on Blackboard under “Exams” tab. Note: The exams in BUSI 1301 are all online exams; you will not come to the classroom to take them. Good luck!

9/16  Attend Ram Jam Tailgate at the Alumni Center, 3:30 – 5:30. Sign in at the College of Business tailgate booth. Game at 6:00! This is a Saturday.

9/18  M  Chapter 4, Choosing a Form of Business Ownership
Assignment: Complete MindTap Assignment, Chapter 4

9/20  W  Chapter 5, Small Business, Entrepreneurship, and Franchises
Assignment: Complete MindTap Assignment, Chapter 5

9/22  F  EXAM 2 (Chapters 4, 5) available on Blackboard under the “Exams” tab.

9/23  Attend Ram Jam Tailgate at the Alumni Center, 4:30 – 6:30. Sign in at the College of Business tailgate booth. Game at 7:00! This is a Saturday.

9/25  M  Chapter 6, Understanding the Management Process
Assignment: Complete MindTap Assignment, Chapter 6

9/27  W  Chapter 7, Creating a Flexible Organization
Assignment: Complete MindTap Assignment, Chapter 7

9/29  F  Review Chapters 6 and 7. See Ram Jam Event listed on 9/30.

9/30  Attend Ram Jam Tailgate at the Alumni Center, 3:30 – 5:30. Sign in at the College of Business tailgate booth. Game at 6:00! This is a Saturday.

10/02  M  Chapter 8, Producing Quality Goods and Services
Assignment: Complete MindTap Assignment, Chapter 8

10/04  W  Chapter 8, Producing Quality Goods and Services. No assignment.

10/06  F  EXAM 3 (Chapters 6, 7, 8) available on Blackboard under “Exams” tab

10/09  M  Chapter 9, Attracting and Retaining the Best Employees
Assignments: (1) Complete MindTap Assignment, Chapter 9; (2) Prepare 2 questions to ask our Guest Speaker Wednesday for 5 extra points on Exam 3

10/10  College of Business Career Fair 11:00 – 2:00 in the UC – Check it out!

10/11  W  Guest Speaker: Trey Laverty, Director of Sales Development, Slate Group, ASU Alumni – ASK QUESTIONS DURING Q & A SESSION!
<table>
<thead>
<tr>
<th>Date</th>
<th>Day</th>
<th>Event/Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>10/14</td>
<td></td>
<td>Attend Ram Jam Tailgate at the Alumni Center, 3:30 – 5:30. Sign in at the College of Business tailgate booth. Game at 6:00! This is a Saturday.</td>
</tr>
<tr>
<td>10/16</td>
<td>M</td>
<td>Chapter 9, Attracting and Retaining the Best Employees Assignment: Prepare 2 questions to ask our Guest Speaker Wednesday for 5 extra points on Exam 4. Print out and bring to class on 10/18.</td>
</tr>
<tr>
<td>10/18</td>
<td>W</td>
<td>Guest Speaker: Suzanne Click; West TX Rehabilitation Center, ASU Alumni – ASK QUESTIONS DURING Q &amp; A SESSION!</td>
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<tr>
<td>10/20</td>
<td>F</td>
<td>See Below on 10/21: Attend Ram Jam Tailgate tomorrow</td>
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<tr>
<td>10/21</td>
<td></td>
<td>Attend Ram Jam Tailgate at the Alumni Center, 1:30 – 3:30. Sign in at the College of Business tailgate booth. Game at 4:00! This is a Saturday.</td>
</tr>
<tr>
<td>10/23</td>
<td>M</td>
<td>Chapter 10, Motivating and Satisfying Employees and Teams Assignment: (1) Complete MindTap Assignment, Chapter 10</td>
</tr>
<tr>
<td>10/25</td>
<td>W</td>
<td>Chapter 10, Motivating and Satisfying Employees and Teams. No assignment.</td>
</tr>
<tr>
<td>10/27</td>
<td>F</td>
<td>EXAM 4 - Chapters 9, 10 (Available on Blackboard under “Exams” tab)</td>
</tr>
<tr>
<td>10/28</td>
<td></td>
<td>Attend Ram Jam Tailgate at the Alumni Center, 3:30 – 5:30. Sign in at the College of Business tailgate booth. Game at 6:00! This is a Saturday.</td>
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<tr>
<td>10/30</td>
<td>M</td>
<td>Chapter 11, Building Customer Relationships Through Effective Marketing Assignment: Complete MindTap Assignment, Chapter 11</td>
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<tr>
<td>11/01</td>
<td>W</td>
<td>Chapter 11, Building Customer Relationships Through Effective Marketing</td>
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<tr>
<td>11/03</td>
<td>F</td>
<td>See Below on 11/04: Attend Ram Jam Tailgate tomorrow. Review Ch. 11.</td>
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<tr>
<td>11/04</td>
<td></td>
<td>Attend Ram Jam Tailgate at the Alumni Center, 3:30 – 5:30. Sign in at the College of Business tailgate booth. Game at 6:00! This is a Saturday.</td>
</tr>
<tr>
<td>11/06</td>
<td>M</td>
<td>Chapter 12, Creating and Pricing Products That Satisfy Customers</td>
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<tr>
<td>11/08</td>
<td>W</td>
<td>Chapter 12, Creating and Pricing Products That Satisfy Customers Assignment: Complete MindTap Assignment, Chapter 12</td>
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<tr>
<td>11/10</td>
<td>F</td>
<td>See below on 10/11: Attend Ram Jam Tailgate tomorrow. Review Ch. 12.</td>
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<tr>
<td>11/11</td>
<td></td>
<td>Attend Ram Jam Tailgate at the Alumni Center, 3:30 – 5:30. Sign in at the College of Business tailgate booth. Game at 6:00! This is a Saturday.</td>
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<tr>
<td>Date</td>
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<tr>
<td>11/13</td>
<td>M</td>
<td>Chapter 13, Distributing and Promoting Products</td>
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<tr>
<td>11/15</td>
<td>W</td>
<td>Chapter 13, Distributing and Promoting Products</td>
</tr>
<tr>
<td>11/17</td>
<td>F</td>
<td>ONLINE - EXAM 5 - Chapters 11, 12, 13 (Available on Blackboard under “Exams” tab)</td>
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<tr>
<td>11/20</td>
<td>M</td>
<td>Chapter 14, Exploring Social Media and e-Business</td>
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<tr>
<td>11/22</td>
<td>W</td>
<td>Chapter 14, Exploring Social Media and e-Business</td>
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<tr>
<td>11/24</td>
<td>F</td>
<td>Happy Thanksgiving! Eat more turkey!</td>
</tr>
<tr>
<td>11/27</td>
<td>M</td>
<td>Guest Speaker: Becky Brackin; Director, Office of Communications and Marketing, Angelo State University – ASK QUESTIONS AT Q &amp; A SESSION!</td>
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<tr>
<td>11/29</td>
<td>W</td>
<td>Chapter 15, Using Accounting and Accounting Information</td>
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<tr>
<td>12/01</td>
<td>F</td>
<td>Chapter 15, Using Accounting and Accounting Information</td>
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<tr>
<td>12/04</td>
<td>M</td>
<td>Course Wrap-Up</td>
</tr>
<tr>
<td>12/06</td>
<td>W</td>
<td>ONLINE - EXAM 6 - Chapters 14, 15, 16 (Available on Blackboard under “Exams” tab)</td>
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