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 to course materials and online assignments and tests using Learn Smart by McGraw-Hill and Blackboard. Students will be required to purchase an access code from either the ASU Bookstore or directly from McGraw-Hill to access the online text and assignments.

Class Meeting Times
BUSI 1301 is an online course; there are no face-to-face class meeting times.

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.

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: Available online.

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 and assignments.

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 are required to purchase the textbook:


**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>100</td>
</tr>
<tr>
<td>Exam 2</td>
<td>100</td>
</tr>
<tr>
<td>Exam 3</td>
<td>100</td>
</tr>
<tr>
<td>Exam 4</td>
<td>100</td>
</tr>
<tr>
<td>Connect Learn Smart Account Creation</td>
<td>15</td>
</tr>
<tr>
<td>Connect Assignments (18 @ 7.5 points each)</td>
<td>135</td>
</tr>
<tr>
<td>Total Points</td>
<td>550</td>
</tr>
</tbody>
</table>

You will receive 15 points for creating your McGraw-Hill Connect/Learn Smart account.
Angelo State University employs a letter grade system. Grades in this course are determined on a percentage scale:

- **A** = 90 – 100 %  \hspace{1cm}  **A** = 495 - 550 points
- **B** = 80 – 89 %  \hspace{1cm}  **B** = 440 – 494 points
- **C** = 70 – 79 %  \hspace{1cm}  **C** = 385 – 439 points
- **D** = 60 – 69 %  \hspace{1cm}  **D** = 330 – 384 points
- **F** = Below 60%  \hspace{1cm}  **F** = Below 330 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 will sample from both the general concepts and the details presented in the text.

Please keep in mind that being prepared and taking the tests during the allocated times is your responsibility. The tests are on the schedule; mark the dates on your calendar now.

Each exam is worth 100 points. Students have approximately 70 minutes to complete the exam; 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.

**Chapter Assignments**
There are a total of 20 online Connect assignments. Students are responsible for all 20 online Connect assignments. Each of the due dates for the assignments is listed on the Class Schedule. Each assignment is worth 7.5 points. Late submissions will not be accepted.

**Attendance Policy**
This is a self-directed online course; there is not an attendance requirement.

**Response Time**
I normally respond within hours, even minutes, of your email; you can expect a response to your question(s) within 24 hours.
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.

Angelo State University expects its students to maintain complete honesty and integrity in their academic pursuits. Students are responsible for understanding the Academic Honor Code, which is contained in both print and web versions of the Student Handbook.

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](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](http://www.angelo.edu/content/files/14196-op-1003-grade-grievance)

**Introduction to Business (BUSI 1301) Summer II Class Schedule**

<table>
<thead>
<tr>
<th>Date</th>
<th>Online Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>7/10</td>
<td>Chapter 1, Taking Risks and Making Profits with the Dynamic Business Environment Assignment: Connect, Chapter 1</td>
</tr>
<tr>
<td>7/11</td>
<td>Chapter 2, Understanding Economics and How it Affects Business Assignment: Connect, Chapter 2</td>
</tr>
<tr>
<td>7/12</td>
<td>Chapter 3, Doing Business in Global Markets Assignment: Connect, Chapter 3</td>
</tr>
<tr>
<td>7/13</td>
<td>Chapter 4, Demanding Ethical and Socially Responsible Behavior Assignment: Connect, Chapter 4</td>
</tr>
</tbody>
</table>
7/16  Chapter 5, How to Form a Business
Assignment: Connect, Chapter 5

7/17  EXAM 1 (Chapters 1, 2, 3, 4, 5)

7/18  Chapter 6, Entrepreneurship and Starting a Small Business
Assignment: Connect, Chapter 6

7/19  Chapter 7, Management and Leadership
Assignment: Connect, Chapter 7

7/20  Chapter 8, Structuring Organizations for Today's Challenges
Assignment: Connect, Chapter 8

7/23  Chapter 9, Production and Operations Management
Assignment: Connect, Chapter 9

7/24  EXAM 2 (Chapters 6, 7, 8, 9)

7/25  Chapter 10, Motivating Employees
Assignment: Connect, Chapter 10

7/26  Chapter 11, Human Resource Management
Assignment: Connect, Chapter 11

7/27  Chapter 12, Dealing with Employee-Management Issues
Assignment: Connect, Chapter 12

7/30  Chapter 13, Marketing: Helping Buyers Buy
Assignment: Connect, Chapter 13

7/31  EXAM 3 (Chapters 10, 11, 12, 13)

8/01  Chapter 14, Developing and Pricing Goods and Services
Assignment: Connect, Chapter 14

8/02  Chapter 15, Distributing Products
Assignment: Connect, Chapter 15

8/03  Chapter 16, Using Effective Promotions
Assignment: Connect, Chapter 16

8/06  Chapter 17, Understanding Accounting and Financial Information
Assignment: Connect, Chapter 17
8/07  Chapter 18, Financial Management
     Assignment: Connect, Chapter 18

8/08  Exam 4 (Chapters 14, 15, 16, 17, 18)