

# **BUSI 1301 – Introduction to Business**

## **Course Description/Overview**

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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, Foliotek Career Success Program, 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. Students will be required to purchase an access code from either the ASU Bookstore or directly from Foliotek to access the Career Success Program.

### **Class Meeting Times**

This class meets on Tuesdays/Thursdays from 11:00 to 12:15 in RAS 265.

### **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](mailto:helpdesk@angelo.edu).

## **Faculty/Instructor Information**

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**Larry Hettick, MBA**  
**Instructor, Marketing and Management**

**Office:** Rassman 243

**Phone:** (559) 942-0062 (mobile)

**E-mail:** [lhettick@angelo.edu](mailto:lhettick@angelo.edu)

**Office Hours:** Monday from 1 - 5 PM, Tuesday 8:30 – 9:30 AM, Wednesday from 9 AM – 1 PM, Thursday from 8:30 AM to 9:30 AM. Other times by appointment.

## **Course Objectives**

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### **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 as 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**

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Students are required to purchase both the textbook and the Foliotek Career Success Program:

Understanding Business (Loose Leaf Text + Connect Access Code), 11e; William Nickels, 2016; McGraw-Hill; ISBN: 9781260439878.

Foliotek – Career Success Program (Online Access Code) ISBN: 9780134869230

(NOTE: This program can be purchased through the bookstore and will also help you build an online portfolio that will host your resume, course projects, personal bio, accomplishments, and involvement that can be presented to prospective employers.

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**

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This course employs the following to measure student learning:

Exam 1 Chapters 1-4	100
Exam 2 Chapters 5-7	100
Exam 3 Chapters 8-11	100
Exam 4 Chapters 13-16	100
Exam 5 Chapters 17-20	100
Exam 6 Cumulative Final Exam	100
LearnSmart Exercises, 19 each at 10 points	190
Foliotek Professionalism Badge Modules 1-6 each @ 20 points	120
Foliotek Career Success Modules "Getting Started" and "Self Discovery" each @ 20 points	40
Foliotek Profile Page at 50 points	50
Attendance	100
Drop Lowest Test Score	-100
Total Points Possible	1000

Angelo State University employs a letter grade system. Grades in this course are determined on a percentage scale with 1000 points possible:

Grades are based on your total points.

A= 1000- 900 points

B = 899 - 800 points

C = 799 - 700 points

D = 699 – 600 points

F = 599 - 0 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 and 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; mark the dates on your calendar now.

Each exam is worth 100 points. Students have approximately 75 minutes to complete the exam; the questions are challenging, so prepare well for each test. I will drop your lowest test score at the end of the semester. The final exam will be cumulative.

## **Assignments**

There are a total of 19 online Connect LearnSmart assignments, each worth 10 points. You may retake the assignment up to 99 attempts until you get the full 10 points available; however, you must complete the assignment before the lecture on that chapter starts and late submissions will not be accepted.

## **Attendance Policy**

Attendance and active participation is critical to success in this class, both for lectures and for group projects. Students are allowed three excused absences in the semester; the fourth absence will result in half a letter grade reduction and the fifth absence will result in one letter grade reduction for the course. If you are late by more than 5 minutes, you are considered absent. If you leave before the class ends or arrive late, you will be marked absent unless you clear your departure with me in advance.

If you are away on school business (such as ASU athletes representing the school on a team sports event or students representing the school at a conference), or if you are hospitalized, or if you have a death in the family you will not be considered absent. Except in the case of hospitalization, I don't accept doctors' notes as a reason for unexcused absence.

I base these policies on typical full time employment practices, because now is a good time to learn that if you miss more than the time allowed by your company, it will cost you more than a letter grade in a class.

## **Participation**

Students should be prepared for class and are expected to participate in class discussions. I will call on every student in the class on a rotating basis, so please be prepared to join the discussions. The reason LearnSmart assignments are due before the lecture is to make sure you are ready to talk about the scheduled topics.

## **Response Time**

Individual exams and assignments are graded within 24 hours and normally reviewed during the first class following the exam.

## **Course Policies**

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### **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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I intend 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.

### **College of Business Code of Ethics**

Students, faculty, administrators and professional staff of the College of Business should always:

- Be forthright and truthful in dealings with all stakeholders
- Take responsibility for one's actions and decisions
- Serve as an example of ethical decision-making and behavior to others
- Admit errors when they occur, without trying to conceal them
- Respect the basic dignity of others by treating them as one would wish to be treated

### **Accommodations for Disability**

ASU is committed to the principle that no qualified individual with a disability shall, on the basis of disability, be excluded from participation in or be denied the benefits of the services, programs or activities of the university, or be subjected to discrimination by the university, as provided by the Americans with Disabilities Act of 1990 (ADA), the Americans with Disabilities Act Amendments of 2008 (ADAAA), and subsequent legislation.

Student Affairs 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 emailing [studentservices@angelo.edu](mailto:studentservices@angelo.edu), or by contacting:

Mrs. Dallas Swafford  
Director of Student Development  
Office of Student Affairs  
University Center, Suite 112  
325-942-2047 Office  
325-942-2211 FAX  
[Dallas.Swafford@angelo.edu](mailto:Dallas.Swafford@angelo.edu)

### **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/registrar\\_office/course\\_drop\\_provisions.php](http://www.angelo.edu/services/registrar_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. You are welcome to text call me on my mobile phone at 559-942-0062 at any time.

*Note: The course schedule is shown on the next page.*

## Introduction to Business (BUSI 1301) Class Schedule

Date	Activity
27-Aug	Welcome and Introductions. Course Overview. How to use Rampart, Blackboard, and Connect / LearnSmart.
29-Aug	Chapter 1, Taking Risks and Making Profits with the Dynamic Business Environment. Welcome Breakfast Rassman Lobby 7:30 - 9:30.
3-Sep	COB Center for Student Success and Career Development Guest Speakers. Chapter 1 assignment due before class: LearnSmart 1
5-Sep	Using FolioTek. Guest Speaker. Foliotek: Basic Professionalism Badge, Module 1 - Get Started: Professionalism. <b>Please bring your laptop if you have one.</b>
5-Sep	<b>ON CAMPUS: RamJam @ 3.</b>
10-Sep	Chapter 2, Understanding Economics and How it Affects Business. Assignment due before class: LearnSmart 2. <i>Assignment due before midnight: Professionalism Badge, Module 1: Getting Started Professionalism.</i>
12-Sep	Chapter 3, Doing Business in Global Markets. Assignment due before class: LearnSmart 3.
14-Sep	<b>ON CAMPUS: RamJam @ 3.</b>
16-Sep	<b>ON CAMPUS: Job Fair 101, Rassman 263. 12:30- 1:30. Registration required at COB Center for Student Success</b>
17-Sep	Chapter 4, Demanding Ethical and Socially Responsible Behavior. Assignment due before class: LearnSmart 4.
18-Sep	<b>ON CAMPUS: Job Fair 101, Rassman 263. 12:30- 1:30. Registration required at COB Center for Student Success</b>
19-Sep	<b>Test 1 in Class. Bring a # 2 pencil.</b> <i>Assignment due before midnight: Professionalism Badge, Module 2: Workplace Etiquette.</i>
24-Sep	Chapter 5, How to Form a Business. Assignment due before class: LearnSmart 5. <i>Assignment due before midnight: Professionalism Badge, Module 3: Workplace Communication.</i>
26-Sep	Chapter 6, Entrepreneurship and Starting a Small Business. Assignment due before class: LearnSmart 6.
28-Sep	<b>ON CAMPUS: RamJam @ 3.</b>
1-Oct	Chapter 7, Management and Leadership. Assignment due before class: LearnSmart 7. <i>Assignment due before midnight: Professionalism Badge, Module 4: Teamwork</i>
3-Oct	<b>Test 2 in Class. Bring a # 2 pencil.</b>
8-Oct	Chapter 8, Structuring Organizations for Today's Challenges. Assignment due before class: LearnSmart 8. <i>Assignment due before midnight: Foliotek: Basic Professionalism Badge, Module 5 – Self-Management Skills at Work</i>
10-Oct	Chapter 9, Production and Operations Management. Assignment due before class: LearnSmart 9.
12-Oct	<b>ON CAMPUS: RamJam @ 3.</b>
15-Oct	Chapter 10, Motivating Employees. Assignment due before class: LearnSmart 10. <i>Assignment due before midnight: Foliotek: Basic Professionalism Badge, Module 6 – Customer Service</i>

17-Oct	Chapter 11, Human Resource Management. Assignment due before class: LearnSmart 11.
22-Oct	<b>Test 3 in Class. Bring a # 2 pencil.</b> <i>NOTE: If you have not already done so, start now on your FolioTek profile page. It is due November 14.</i>
24-Oct	Chapter 13, Marketing: Helping Buyers Buy. Assignment due before class: LearnSmart 13.
26-Oct	<b>ON CAMPUS: RamJam @ 3.</b>
29-Oct	Chapter 14, Developing and Pricing Goods and Services. Assignment due before class: LearnSmart 14.
31-Oct	Chapter 15, Distributing Products. Assignment due before class: LearnSmart 15.
5-Nov	Chapter 16, Using Effective Promotions. Assignment due before class: LearnSmart 16.
7-Nov	<b>Test 4 in Class. Bring a # 2 pencil.</b> <i>NOTE: The Career Success Module 2 in the last FolioTek requires more time than the previous modules; start now in order to complete by December 3.</i>
12-Nov	Chapter 17, Understanding Accounting and Financial Information. Assignment due before class: LearnSmart 17.
14-Nov	Chapter 18, Financial Management. Assignment due before class: LearnSmart 18. <i>Assignment due by midnight: FolioTek Profile Page. Headshot, resume, and linked-in profiles required.</i>
16-Nov	<b>ON CAMPUS: RamJam @ 1.</b>
19-Nov	Chapter 19, Using Securities for Financing and Investing Opportunities. Assignment due before class: LearnSmart 19.
21-Nov	Chapter 20, Money, Financial Institutions, and the Federal Reserve. Assignment due before class: LearnSmart 20.
26-Nov	<b>Test 5 in Class. Bring a # 2 pencil.</b>
28-Nov	<b>Thanksgiving Holiday</b>
3-Dec	<i>Assignments due before class: Foliotek Career Success Modules 1 and 2. Career Success class discussion.</i>
5-Dec	Review for final exam in class.
10-Dec	<b>Final Exam (Exam 6) in class. @ 10:30 (Finals week schedule)</b>
12-Dec	No class (finals week.) Apply attendance points earned. (100 possible) Drop lowest test score; 1000 points possible for course when lowest score drops.