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, 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.

Technical Support
The Technology Service Center (TSC) may be contacted by calling (325) 942-2911 or 1866-942-2911; or by email at helpdesk@angelo.edu.

Faculty/Instructor Information

Dr. Sharynn Tomlin
Professor of Management
E-mail: stomlin@angelo.edu
Office Hours: By email or webex only

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 both the textbook and the Foliotek Career Success Program:


Foliotek – Career Success - Students are also required to purchase the Foliotek Career Success Program and may choose:
Foliotek – Career Success Program (Online 4-year Access Code) Standalone Access Card, 1/e ISBN: 9780134869230

To register in Foliotek, use this EPORTFOLIO CODE: COLLE COLLE 11989

(NOTE: This 4-year program can be purchased through the bookstore or online through the link on Bb. It 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 found on the course home page.

Grading Policies

This course employs the following to measure student learning:

| Exam 1 Chapters 1-4 | 100 |
| Exam 2 Chapters 5-7 | 100 |
| Exam 3 Chapters 8-12 | 100 |
| Exam 4 Chapters 13-16 | 100 |
| Exam 5 Chapters 17-20 | 100 |
| LearnSmart Exercises, 20 each at 10 points | 200 |
| Foliotek Professionalism Badge Modules 1-6 each @ 25 points | 150 |
| Foliotek Career Success Modules "Getting Started" and "Self Discovery" each @ 25 points | 50 |
| Foliotek Profile Page at 100 points | 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, online 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. Each student will have a separate, randomized exam; therefore, group test taking will not be possible if you plan to finish the test during the 60 minutes allotted for the exam. Open book and notes are allowed, however, over-reliance on those without ample preparation will not allow you to finish the exam.
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. There are NO retakes or makeup exams.

Each exam is worth 100 points. Students have approximately 60 minutes to complete the exam; the questions are challenging, so prepare well for each test.

**Assignments**

There are a total of 20 online Connect LearnSmart assignments, each worth 10 points. You may retake the assignment up to 2 attempts until you get the full 10 points available; however, you must complete the assignment before the date that the chapter is scheduled and late submissions will not be accepted.

**Class Café**

There will be a discussion board on the Blackboard which is meant to simulate an In-class discussion. I will post questions/videos/cases that I think would be beneficial to further discussion and understanding of the course materials. I would encourage you to contribute to the discussions. Although they are not part of your grading scheme, it would be highly useful to you in terms of any “rounding” at the end of the semester.

**Bonus Points**

From time to time, I will post a question/trivia/name that company in the Class Café. The first five correct answers will receive one bonus points added to the total points at the end of the semester.

**Response Time**

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

**College Policies**

**Required Use of Masks/Facial Coverings by Students in Class at Angelo State University**

As a member of the Texas Tech University System, Angelo State University has adopted the mandatory [Facial Covering Policy](#) to ensure a safe and healthy classroom experience. Current research on the COVID-19 virus suggests there is a significant reduction in the potential for transmission of the virus from person to person by wearing a mask/facial covering that covers the nose and mouth areas. Therefore, in compliance with the university policy students in this class are required to wear a mask/facial covering before, during, and after class. Faculty members may also ask you to display your daily screening badge as a prerequisite to enter the classroom. You are also asked to maintain safe distancing practices to the best of your ability. For the safety of everyone, any student not appropriately wearing a mask/facial covering will be asked to leave the classroom immediately. The student will be responsible to make up any missed class content or
work. Continued non-compliance with the Texas Tech University System Policy may result in disciplinary action through the Office of Student Conduct.

**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, which is in both print and web versions of the ASU Student Handbook.

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.

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.

**Plagiarism**

Plagiarism is a serious topic covered in ASU’s Academic Integrity policy in the Student Handbook. Plagiarism is the action or practice of taking someone else’s work, idea, etc., and passing it off as one’s own. Plagiarism is literary theft.

In your discussions and/or your papers, it is unacceptable to copy word-for-word without quotation marks and the source of the quotation. It is expected that you will summarize or paraphrase ideas giving appropriate credit to the source both in the body of your paper and the reference list.

Papers are subject to be evaluated for originality via Turnitin. Resources to help you understand this policy better are available at the ASU Writing Center.

**Copyright Policy**

Students officially enrolled in this course should make only one printed copy of the given articles and/or chapters. You are expressly prohibited from distributing or reproducing any portion of course readings in printed or electronic form without written permission from the copyright holders or publishers.

**Code of Ethics**

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

**Courtesy and Respect**

Courtesy and respect are essential ingredients to this course. We respect each other’s opinions and respect others points of view at all times while in our class sessions. The use of profanity and harassment of any form is strictly prohibited (Zero Tolerance), as are those remarks concerning one’s ethnicity, life style, religion, etc., violations of these rules will result in appropriate disciplinary actions.

**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, 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

**Title IX**

Angelo State University is committed to providing and strengthening an educational, working, and living environment where students, faculty, staff, and visitors are free from sex discrimination of any kind. In accordance with Title VII, Title IX, the Violence Against Women Act (VAWA), the Campus Sexual Violence Elimination Act (SaVE), and other federal and state laws, the University prohibits discrimination based on sex, which includes pregnancy, and other types of Sexual Misconduct. Sexual Misconduct is a broad term encompassing all forms of gender-based harassment or discrimination and unwelcome behavior of a sexual nature. The term includes sexual harassment, nonconsensual sexual contact, nonconsensual sexual intercourse, sexual assault, sexual exploitation, stalking, public indecency, interpersonal violence (domestic violence or dating violence), sexual violence, and any other misconduct based on sex.
You are encouraged to report any incidents involving sexual misconduct to the Office of Title IX Compliance and the Director of Title IX Compliance/Title IX Coordinator, Michelle Boone, J.D. You may submit reports in the following manner:

- Online: www.angelo.edu/incident-form
- Face to Face: Mayer Administration Building, Room 210
- Phone: 325-942-2022
- Email: michelle.boone@angelo.edu

Note, as a faculty member at Angelo State, I am a mandatory reporter and must report incidents involving sexual misconduct to the Title IX Coordinator. Should you wish to speak to someone in confidence about an issue, you may contact the University Counseling Center (325-942-2371), the 24-Hour Crisis Helpline (325-486-6345), or the University Health Clinic (325-942-2171).

For more information about resources related to sexual misconduct, Title IX, or Angelo State’s policy please visit: www.angelo.edu/title-ix.

**Student absence for religious holidays**

As stated in the Angelo State University Operating Policy and Procedures (OP 10.19 Student Absence for Observance of Religious Holy Day), a student who intends to miss class 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. For undergraduates, 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 Procedures (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, has experienced inequitable evaluation procedures, or inappropriate grading practices, 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 grade appeal 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).

**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 online or through a webex conference call.

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

<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>8/17</td>
<td>Welcome and Introductions. Course Overview. How to use Ramport, Blackboard, and Connect / LearnSmart.</td>
</tr>
<tr>
<td>8/19</td>
<td>Chapter 1, Taking Risks and Making Profits with the Dynamic Business Environment.</td>
</tr>
<tr>
<td>8/24</td>
<td>Chapter 1: LearnSmart 1</td>
</tr>
<tr>
<td>9/7</td>
<td>Chapter 4, Demanding Ethical and Socially Responsible Behavior. LearnSmart 4.</td>
</tr>
<tr>
<td>9/9</td>
<td><strong>Test 1 - 12:00 pm – 11:59 pm</strong> Assignment due before midnight: Professionalism Badge, Module 2: Workplace Etiquette.</td>
</tr>
<tr>
<td>9/16</td>
<td>Chapter 6, Entrepreneurship and Starting a Small Business. LearnSmart 6.</td>
</tr>
<tr>
<td>9/23</td>
<td><strong>Test 2 –12:00 pm – 11:59 pm</strong></td>
</tr>
<tr>
<td>Date</td>
<td>Chapter</td>
</tr>
<tr>
<td>-------</td>
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</tr>
<tr>
<td>9/28</td>
<td>Chapter 8, Structuring Organizations for Today's Challenges. LearnSmart 8. <strong>Assignment due before midnight:</strong> Foliotek: Basic Professionalism Badge, Module 5 – Self-Management Skills at Work</td>
</tr>
<tr>
<td>10/5</td>
<td>Chapter 9, Production and Operations Management. LearnSmart 9.</td>
</tr>
<tr>
<td>10/7</td>
<td>Chapter 10, Motivating Employees. LearnSmart 10. <strong>Assignment due before midnight:</strong> Foliotek: Basic Professionalism Badge, Module 6 – Customer Service</td>
</tr>
<tr>
<td>10/12</td>
<td>Chapter 11, Human Resource Management. LearnSmart 11.</td>
</tr>
<tr>
<td>10/14</td>
<td>Chapter 12 LearnSmart 12.</td>
</tr>
<tr>
<td>10/19</td>
<td><strong>Test 3 - 12:00 pm – 11:59 pm</strong> <strong>NOTE:</strong> <em>If you have not already done so, start now on your FolioTek profile page. It is due November 25th.</em></td>
</tr>
<tr>
<td>10/28</td>
<td>Chapter 15, Distributing Products. LearnSmart 15.</td>
</tr>
<tr>
<td>11/2</td>
<td>Chapter 16, Using Effective Promotions. LearnSmart 16.</td>
</tr>
<tr>
<td>11/4</td>
<td><strong>Test 4- 12:00 pm – 11:59 pm</strong> <strong>NOTE:</strong> <em>The Career Success Module 2 in the last FolioTek requires more time than the previous modules; start now in order to complete by November 25th</em></td>
</tr>
<tr>
<td>11/9</td>
<td>Chapter 17, Understanding Accounting and Financial Information. LearnSmart 17.</td>
</tr>
<tr>
<td>11/11</td>
<td>Chapter 18, Financial Management. LearnSmart 18. <strong>Assignment due by midnight</strong></td>
</tr>
<tr>
<td>11/16</td>
<td>Chapter 19, Using Securities for Financing and Investing Opportunities. LearnSmart 19.</td>
</tr>
<tr>
<td>11/23</td>
<td><strong>Test 5 - 12:00 pm – 11:59 pm</strong></td>
</tr>
</tbody>
</table>