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
Basic knowledge of internet searches and basic use of Microsoft office products.

Class Meeting Times
This is an online asynchronous course with no face-to-face meetings.

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

Name: Mr. Rene Segoviano
Title: Senior Instructor
Office: Norris-Vincent 242
Phone: 325/374-6630
E-Mail: rene.segoviano@angelo.edu
Office Hours: By Appointment

I will respond to any e-mail inquiries or telephone calls within 24 hours and by Monday if your message comes to me over the weekend.

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
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.

**Course Textbook and Required Readings**

Course e-book and materials may be found on the University’s Blackboard system at [http://blackboard.angelo.edu](http://blackboard.angelo.edu).

*Students have the choice to buy or rent the text, Understanding Business and may choose one:*


**Grading Policies**

This course employs the following to measure student learning.

<table>
<thead>
<tr>
<th>Grade Calculations</th>
<th>Percent of Grade</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Connect Assignments</td>
<td>10%</td>
<td>As per the class schedule.</td>
</tr>
<tr>
<td>Exams</td>
<td>90%</td>
<td>As per the class schedule.</td>
</tr>
</tbody>
</table>

There are 15 Connect Assignments. The due date for each assignment is on the class schedule. You have several days to complete each assignment; therefore, I will not give extensions for any assignments that are not completed by the due date.

There will be four exams of 100 points and your overall exam grade will be the average of the four exams.
Angelo State University employs a letter grade system. Grades in this course are determined on a percentage scale:

A = 90 – 100 %
B = 80 – 89 %
C = 70 – 79 %
D = 60 – 69 %
F = 59 % and below.

Response Time
I will respond to questions and grading inquiries within 24 hours and by Monday if your message comes to me over the weekend.

Missed/Late Work
Any missed homework or exams will be given a zero. It is your responsibility to keep up with the due dates for homework and exams as per the syllabus.

Final Exam
There is no Final Exam for this class. Exam 4 will take the place of the final exam.

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, 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 no 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.

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

**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

**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.

Course Outline

<table>
<thead>
<tr>
<th>Week 1</th>
<th>Chapter 1 - Taking Risks and Making Profits with the Dynamic Business Environment</th>
<th>Homework 1 – Available June 7; closes June 13 at midnight.</th>
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</thead>
<tbody>
<tr>
<td>June 7 – June 13</td>
<td>Chapter 2 - Understanding Economics and How it Affects Business</td>
<td>Homework 2 - Available June 7; closes June 13 at midnight.</td>
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<td>Chapter 3 - Doing Business in Global Markets</td>
<td>Homework 3 - Available June 7; closes June 13 at midnight.</td>
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<td>Chapter 4 - Demanding Ethical and Socially Responsible Behavior</td>
<td>Homework 4 – Available June 7; closes June 13 at midnight.</td>
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<td></td>
<td>Exam 1 (Chapter 1, 2, 3, and 4)</td>
<td>Exam 1 – Available June 7; closes June 13 at midnight.</td>
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<tr>
<td>Week 2</td>
<td>Chapter 5 - How to Form a Business</td>
<td>Homework 5 - Available June 14; closes June 20 at midnight.</td>
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<tr>
<td>June 14 – June 20</td>
<td>Chapter 6 - Entrepreneurship and Starting a Small Business</td>
<td>Homework 6 - Available June 14; closes June 20 at midnight.</td>
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<td>Chapter 7 - Management and Leadership</td>
<td>Homework 7 - Available June 14; closes June 20 at midnight.</td>
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<td>Chapter 8 - Structuring Organizations for Today’s Challenges</td>
<td>Homework 8 - Available June 14; closes June 20 at midnight.</td>
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<td></td>
<td>Exam 2 (Chapters 5, 6, 7, and 8)</td>
<td>Exam 2 - Available June 14; closes June 20 at midnight.</td>
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<tr>
<td>Week 3</td>
<td>Chapter 9 - Production and Operations Management</td>
<td>Homework 9 - Available June 21; closes June 27 at midnight.</td>
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<td>June 21 – June 27</td>
<td>Chapter 10 - Motivating Employees</td>
<td>Homework 10 – Available June 21; closes June 27 at midnight.</td>
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<td>Exam 3 (Chapters 9, 10, and 11)</td>
<td>Exam 3 - Available June 21; closes June 27 at midnight.</td>
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<tr>
<td>Week 4</td>
<td>Chapter 13 - Marketing: Helping Buyers Buy</td>
<td>Homework 12 - Available June 28; closes July 7 at midnight.</td>
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<td>June 28 – July 7</td>
<td>Chapter 14 - Developing and Pricing Goods and Services</td>
<td>Homework 13 - Available June 28; closes July 7 at midnight.</td>
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<td>Chapter 15 - Distributing Products</td>
<td>Homework 14 - Available June 28; closes July 7 at midnight.</td>
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<td>Chapter 16 - Using Effective Promotions</td>
<td>Homework 15 - Available June 28; closes July 7 at midnight.</td>
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<td>Exam 4 (Chapters 13, 14, 15, and 16)</td>
<td>Exam 4 - Available June 28; closes July 7 at midnight.</td>
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