

# 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 the Internet and have access to Angelo State University Blackboard to access course materials, assignments, and tests. 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

Course is online.

### 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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**Gayle Randall**

**Senior Instructor of Management and Marketing**

**Office:** RAS 244

**Phone:** 325-486-6619; Mobile: 325-939-1263

**Email :** [grandall@angelo.edu](mailto:grandall@angelo.edu)

**Office Hours:** Online, 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.

### **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 Materials**

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**Required:** Understanding Business (E-book Printed Access Card with Connect), 13e, William Nickels; McGraw-Hill; ISBN 9781265334604. The E-book with Connect is required.

## **Grading Policies**

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This course employs the following to measure student learning:

Exam 1	100 points
Exam 2	100 points
Exam 3	100 points
Exam 4	100 points
Final Exam	200 points
Mini-Sim Assignments (4)	50 points
<u>Connect Assignments (15 chapters x 10 points each)</u>	<u>150 points</u>
Total Points	800 points

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

A = 90 - 100 %	A = 720 - 800 points
B = 80 - 89 %	B = 640 - 719 points
C = 70 - 79 %	C = 560 - 639 points
D = 60 - 69 %	D = 480 - 559 points
F = Below 60%	F = Below 480 points

### **Tests and Final Exams**

The tests given during the term are objective-test format. The tests will consist of multiple-choice questions given online 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 60 minutes to complete the exam; the questions are challenging, so prepare well for each test. The comprehensive final exam will cover the material covered since the first chapter (Chapters 1-16) and is worth 200 points.

## **Assignments (Connect Assignments, Mini-Sim Assignments)**

### Connect Assignments

The Connect Chapter Assignments are knowledge-based tools that assist students in learning course material. Students are required to complete 15 out of 16 Connect chapter assignments at 10 points each – the assignments total 150 points. You have a “freebie” that you can opt out of or complete for extra credit. Connect assignments must be completed by the due date as noted on the Syllabus Class Schedule and will not be reopened after the due date.

### Mini-Sim Assignments

The Mini-Sim assignments are application-based learning tools in which students make business decisions in the simulated world. Students will set up avatars and make business decisions as they navigate through four separate mini-simulations. Please note the due date for the mini-sims. Once the due date has passed, they will not be reopened up. You have unlimited attempts to score the maximum points. All 4 mini-sims are worth a total of 50 points.

## **Attendance Policy**

While this class is online, your attention to completing daily assignments is critical to your success. There is always an “excuse” for missing an assignment. 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 access the materials.

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 habits in completing your assignments and in 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 assignments. They will be accessible for a reasonable period of time. If you miss an assignment, then you are unable to make it up. This is part of your overall grade so please be aware of the due dates.

## **Response Time**

Your concerns are important to me; I usually respond to questions/emails immediately, no later than within 24 hours.

## **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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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](mailto: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.

### **Title IX at Angelo State University:**

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. The University prohibits discrimination based on sex, which includes pregnancy, sexual orientation, gender identity, and other types of Sexual Misconduct. Sexual Misconduct is a broad term encompassing all forms of gender-based harassment or discrimination including: sexual assault, sex-based discrimination, sexual exploitation, sexual harassment, public indecency, interpersonal violence (domestic violence and/or dating violence), and stalking. As a faculty member, I am a Responsible Employee meaning that I am obligated by law and ASU policy to report any allegations I am notified of to the Office of Title IX Compliance. This is done in order to connect students with resources and options in addressing the allegations reported. As a student, are encouraged to report any incidents of sexual misconduct directly to ASU's Office of Title IX Compliance and the Title IX Coordinator. You may do so by contacting:

Michelle Miller, J.D.  
Title IX Coordinator  
Mayer Administration Building, Room 210  
325-942-2022  
[michelle.miller@angelo.edu](mailto:michelle.miller@angelo.edu)

You may also file a report online 24/7 at [www.angelo.edu/incident-form](http://www.angelo.edu/incident-form).

If you are wishing to speak to someone about an incident in confidence you may contact the University Health Clinic at 325-942-2171, Counseling Services at 325-942-2371 or the ASU Crisis Helpline at 325-486-6345.

The Office of Title IX Compliance also provides accommodations related to pregnancy (such as communicating with your professors regarding medically necessary absences, modifications required because of pregnancy, etc.). If you are pregnant and need assistance or accommodations, please contact the Office of Title IX Compliance utilizing the information above. For more information about Title IX in general you may visit [www.angelo.edu/title-ix](http://www.angelo.edu/title-ix).

### **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>

## Conferences

Please let me know if I can be of help. I will also be happy to make an appointment to talk with 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](mailto:grandall@angelo.edu).

## Introduction to Business (BUSI 1301) Class Schedule

Date	Day	Class Activity
12/13	M	Connect Assignment: Chapter 1, Taking Risks/Making Profits with the Dynamic Business Environment
12/14	T	Connect Assignment: Chapter 2, Understanding Economics/How it Affects Business
12/15	W	Connect Assignment: Chapter 3, Doing Business in Global Markets
12/16	R	Connect Assignment: Chapter 4, Demanding Ethical/Socially Responsible Behavior
12/17	F	<b>EXAM 1 (Chapters 1, 2, 3, 4)</b> Exam 1 will be available online, midnight to 11:59 pm. Also due today: <b>MINI-SIM: ECONOMICS DURING A PANDEMIC</b>
12/20	M	Connect Assignment: Chapter 5, How to Form a Business
12/21	T	Connect Assignment: Chapter 6, Entrepreneurship and Starting a Small Business
12/22 – 12/26		Enjoy Christmas and the Holidays!
12/27	M	Connect Assignment: Chapter 7, Management and Leadership
12/28	T	<b>EXAM 2 (Chapters 5, 6, 7)</b> Exam 2 will be available online, midnight to 11:59 pm. Also due today: <b>MINI-SIM: ENTREPRENEURSHIP</b>
12/29	W	Connect Assignment: Chapter 8, Structuring Organizations for Today's Challenges

- 12/30 R Happy New Year! Here's to 2022!
- 12/31 F Happy New Year! Here's to 2022!
- 1/3 M Connect Assignment: Chapter 9, Production and Operations Management
- 1/4 T Connect Assignment: Chapter 10, Motivating Employees
- 1/5 W Connect Assignment: Chapter 11, Human Resource Management
- 1/6 R EXAM 3 (Chapters 8, 9, 10, 11)** Exam 3 will be available online, midnight to 11:59  
Also due today: **MINI-SIM: OPERATIONAL DECISIONS**
- 1/7 F Connect Assignment: Chapter 13, Marketing: Helping Buyers Buy
- 1/10 M Connect Assignment: Chapter 14, Developing and Pricing Goods and Services
- 1/11 T Connect Assignment: Chapter 15, Distributing Products
- 1/12 W Connect Assignment: Chapter 16, Using Effective Promotions
- 1/13 R Exam 4 (Chapters 13, 14, 15, 16)** Exam 4 will be available online, midnight to 11:59 pm.
- 1/14 F Comprehensive Final** The final will be available online, midnight to 11:59 p.m.  
Also due today: **MINI-SIM: THE 4 P'S OF MARKETING**