

NCPACE

BUSI 1301 Syllabus

Business Principles

Course Description

BUSI 1301 – Business Principles is intended to provide students with the opportunity to see the inner-workings of the business environment – its functions, activities, and critical processes.

BUSI 1301 provides students with an understanding of the overall business system, the legal forms of business, the processes involved in organizing and managing a business, the functions or tasks that are common to all businesses (the management of production, marketing, finance, risk, information, and accounting) and the environments that impact business (the economy, labor, government regulation, social responsibility, law, international business, and technology). (3 lec).

Textbook:	Pride, William M., Hughes, Robert J. and Kapoor, Jack R. <i>Business</i> . 11 th ed. South-Western College/West, 2012. ISBN (10): 0-538-47808-X; (13): 978-0-538-47808-3
Student Review Guide:	A chapter by chapter guide to the textbook including a chapter overview, objectives, practice tests, key concept crossword puzzles, and the case study assignments.
Video Lessons:	<i>It's Strictly Business</i> videos. Set of four (4) CDs that contain the video programs.

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BUSI 1301 Student Syllabus

Business Principles

Welcome to *Business Principles*!

BUSI 1301 Business Principles explores the world of business and economics. Studying business will help you to choose a career, become a successful employee, perhaps start your own business, and become a better-informed consumer and investor.

Business is a vital and constantly changing force in our society that impacts virtually everything we do. This course brings the world of business to life through realistic video scenarios and expert interviews. It provides you with a general survey of business on a national and international scale, identifies the roles and responsibilities of business in modern society, and focuses on selected disciplines and processes within the business community.

Issues such as globalization, diversity, technology, consumer attitudes, competitive pressures, and other business environment factors are addressed as an integral part of each video rather than as separate trends or issues. Successful completion of the course will enable you to understand how business works and impacts your daily life. It will also provide the basis for you to make informed decisions in your educational and business pursuits.

Important: Keep this syllabus handy and use it as a guide throughout the semester.

Sincerely,

Dallas Colleges Online Military Support Team

NAVY@dccd.edu

888-468-4268

<http://military.dccd.edu>

Course Objectives

Upon completion of the course, students will be able to:

- Define the basic concept of business.
- Summarize the types of companies that constitute the world of business.
- Explain business interdependence and competition.
- Explain how business has historically evolved in response to changes in the business environment.
- Identify and describe the forces that affect the business environment.
- Explain how companies respond to and often cause changes.
- Explain how business is influenced by various economic factors.
- Define and compare capitalism with the economic systems used in the world of business.
- Summarize the influence of economics on international business operations.
- Describe the general structure of the U.S. legal system.
- Identify the laws that are applicable to business operations.
- Explain the impact of these laws on business activities.
- Summarize the scope and influence of government involvement in business activities.
- Explain the role of business in promoting social responsibility and ethical behavior at all levels in business operations.
- Define the scope and importance of international business.
- Describe the basic economic, political, social, and cultural factors that companies must accommodate to compete successfully in a global market.
- Understand the importance of information in managing a business.
- Identify the types of information managers need.
- Describe the use of business research.
- Explain the current processes used for collecting, storing, processing, and presenting information.
- Discuss the processes and tools that may be available for managing information in the future.
- Describe the three basic forms of business ownership (sole proprietorship, partnership, and corporation).
- Describe how corporations are formed and organized.

Student Learning Outcomes

- Describe the various business resources including: land and material resources, physical and mental labor, financial resources, and informational resources.
- Compare the legal forms of business ownership.
- Explain the functional areas of business including: management, operations, marketing, accounting, and finance.
- Examine the global context of business.

Specific learning objectives for each chapter are listed in the Student Review Guide.

Course Expectations

To complete this course successfully, you should do the following:

- Complete the practice tests and key concept crossword puzzles in the Student Review Guide for each chapter
- View the video programs for each chapter
- Complete the Video Case Study questions (in essay form) for each odd-numbered chapter and submit to your proctor at exam time
- Complete five (5) exams with a proctor during scheduled test times
- Complete up to five (5) optional extra-credit video case studies if you need or want extra-credit for the course. These are to be submitted to your proctor at the end of the course with the exam and will only be graded as partial credit

Viewing the Videos

The video programs correlate to specific chapters in the textbook. They are packed with information, so watch them closely. The videos address specific business related topics in four broad categories: business environment, management, marketing, and finance. The content of the videos is structured to enhance and extend the information presented in the textbook. Each of the videos is anchored by an interview with a recognized business expert who presents an objective overview of the topic being covered. There is also a video case study included for each chapter; however, you will only be responsible for completing the video case study assignments for the odd-numbered chapters. The video cases are provided by Cengage Learning, please read their disclaimer.

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—www.cengage.com/permissions.

Using the Student Review Guide

The Student Review Guide acts as your daily instructor. For each chapter, it provides you with a chapter overview, learning objectives, a practice test, key concept crossword puzzle, and the video case assignments. If you follow the Student Review Guide and view the videos carefully, you should successfully accomplish all of the requirements for this course.

Using the textbook, *Business*

The textbook provides an overall picture of business operations; includes an analysis of specialized fields within business organizations; and identifies the role of business in modern society. To do well in this course you must read and study the chapters.

What You Need to Do

For success in this course, follow these instructions:

- Follow the Assignment Calendar in this syllabus and adhere to due dates.
- Read and study each the textbook chapter: completing the corresponding practice test, key concept crossword puzzle in the Student Review Guide.
- View all video programs for each chapter.
- Prepare and submit the video case study assignments for odd-numbered chapters. These must be one-page, MLA-formatted essays. There is a written summary of the video case at the end of the chapter in your textbook, which may be used in lieu of the video. The video case study assignments are listed in the Student Review Guide. Video case assignments will be submitted to the proctor at the time of the scheduled exams.
- Complete the five proctored exams.
- Complete up to five even-numbered case studies for extra-credit. These will be due to the proctor at the time of Exam 5 and will only be graded as partial credit.

Grades

Your work will be evaluated using the following point values. Semester grades will be assigned according to a 1,000-point scale.

Writing Assignment	Point Value	Total Possible Points
Five Exams	100 points each	500
Ten Case Study Assignments	50 points each	500
Total points available		1,000

Five 20-point extra-credit video case studies may be completed and submitted to your proctor with Exam 5. This provides an opportunity for up to 100 extra-credit points for the course.

Numeric Value	Letter Grade
900-1000 =	A
800 - 899 =	B
700 - 799 =	C
600 - 699 =	D
Below 600 =	F

Exam Grades

There are five exams and each one covers material from four chapters. Each exam contains four essay questions (5 points each), forty true/false questions (1 point each), and forty multiple-choice questions (1 point each) for a total of 100 points. The essay questions will be graded using the same grading rubric as the case study assignments. Please review the grading standards on this page before taking the exams.

Case Study Assignments/Rubric

The ten required case studies are worth 50 points each. The five optional extra-credit case studies are worth 20 points each. The following grading rubric will be used to evaluate the case study assignments as well as the essay questions on the exams. These must be one-paged, MLA-formatted essays.

Below Standard	At Standard	High Standard
<ul style="list-style-type: none"> • Offers an answer but might only describe the element briefly. • There may be analysis of effects, but it is vague and confusing. 	<ul style="list-style-type: none"> • Answer describes the elements and analyzes the effects of these elements. • Might need to clarify the link between elements and effects. • Overall significance may be unclear. 	<ul style="list-style-type: none"> • Answer describes the elements and analyzes the effects of these elements persuasively and moves toward a clear claim about their larger significance to the work.
<ul style="list-style-type: none"> • Not organized. • One topic does not flow into another. • Missing the answer to the main question. 	<ul style="list-style-type: none"> • Organized but missing some parts of the essay. • Paragraphs or ideas do not flow easily from one idea to another. • Questions answered, but not all aspects of each are addressed. 	<ul style="list-style-type: none"> • Very organized. • Paragraphs and ideas flow from one to the other. • All questions are well thought out and answered fully in the essay.
<ul style="list-style-type: none"> • Several spelling errors. • Several errors in grammar and mechanics. 	<ul style="list-style-type: none"> • No more than one spelling error. • No more than one error in grammar or mechanics. 	<ul style="list-style-type: none"> • No spelling, grammatical, or mechanical errors.

BUSI 1301 Video Cases from 11th Edition

The articles preceding the questions in the video case studies should enable you to answer the questions. To access the videos for the 11th edition of *Business* without an access key or other requirement:

1. Go to <http://www.cengagebrain.com>
2. Enter Pride (name of author) in the search box
3. Locate and click on the cover for 11e. It is black with a gold egg in the middle.
4. Click on the "Free Materials" tab which is the right-most tab, located below the cover of the textbook after Resources, Related Products, and Bundle & Save.
5. Click on "Access Now"
6. Click on the "Access Now" button which is under the lime green "ADD TO CART +"
7. You may receive a pop-up asking you to buy the full version. Click on "preview."
8. You can choose which chapter you want by clicking on the chapter button at the top on the left side of the screen under the picture of the textbook cover.
9. Once you have selected the chapter you want, click on the Videos button  Videos about midway down on the left side.
10. Click on the play button 

<u>Chapter 1: Exploring the World of Business and Economics</u>	
Caterpillar Helps the World Build	pp. 33–34
<u>Chapter 2: Being Ethical & Socially Responsible (OPTIONAL)</u>	
Scholfield Honda – Going Green with Honda	p. 68
<u>Chapter 3: Exploring Global Business</u>	
Evo: Creatively Exceeding Customer Expectations Here and Abroad.....	p. 98
<u>Chapter 4: Choosing a Form of Business Ownership (OPTIONAL)</u>	
Annie’s Homegrown: A Corporation with Entrepreneurial Spirit.....	pp. 131–132
<u>Chapter 5: Small Business, Entrepreneurship, and Franchises</u>	
Tumbleweed Tiny House Company	pp. 161–162
<u>Chapter 6: Understanding the Management Process (OPTIONAL)</u>	
L.L. Bean Relies on Its Core Values and Effective Leadership.....	pp. 187–188
<u>Chapter 7: Creating a Flexible Organization</u>	
HP’s Corporate Challenge: To Remain Agile & Responsive in Ever-Changing Environment..	pp. 211–212
<u>Chapter 8: Producing Quality Goods and Services (OPTIONAL)</u>	
Toyota’s Quality Crisis	p. 242
<u>Chapter 9: Attracting and Retaining the Best Employees</u>	
Whirlpool’s Award-Winning Diversity Program is Facilitated Through Employee Network	p. 273
<u>Chapter 10: Motivating and Satisfying Employees and Teams (OPTIONAL)</u>	
Why Do So Many People Want to Work at Google?	pp. 304–305
<u>Chapter 11: Enhancing Union-Management Relations</u>	
When Nurses and Hospitals Don’t Agree	p. 328
<u>Chapter 12: Building Customer Relationship Through Effective Marketing (OPTIONAL)</u>	
E*Trade Builds Long-Term Customer Relationships.....	p. 357
<u>Chapter 13: Creating and Pricing Products that Satisfy Customers</u>	
Apple iPhone Pricing Dials Up Customer Demand.....	pp. 395–396
<u>Chapter 14: Wholesaling, Retailing, and Physical Distribution (OPTIONAL)</u>	
Behind the Scenes at Costco	pp. 425–426
<u>Chapter 15: Developing Integrated Marketing Communications</u>	
L.L. Bean Employs a Variety of Promotion Methods to Communicate with Customers.....	pp. 455–456
<u>Chapter 16: Understanding Information and e-Business (OPTIONAL)</u>	
How E*Trade Uses e-Business	pp. 492–493
<u>Chapter 17: Using Accounting Information</u>	
Accounting Information Helps Level the Playing Field for the Little Guys.....	p. 525
<u>Chapter 18: Understanding, Money, Banking, and Credit (OPTIONAL)</u>	
Are You Credit Savvy?.....	p. 563
<u>Chapter 19: Mastering Financial Management</u>	
Financial Planning Equals Profits for Nederlander Concerts	p. 593
<u>Chapter 20: Understanding Personal Finances and Investments (OPTIONAL)</u>	
Investing in Your Financial Future	pp. 628–629

Plagiarism

In any written paper, you are guilty of the academic offense known as plagiarism if you half-copy or copy the author's words or the words of another student. Plagiarism may result in an automatic "F" for the course. You may not mix the author's words with your own or "plug" your synonyms into the author's sentence structure. To prevent unintentional borrowing, resist the temptation to look at the source as you write. The author's words, phrases, sentences must be put in your words, in your way of writing. When you do this, you are demonstrating the ability to comprehend.

Papers are randomly submitted through our software that detects plagiarism if credibility questions arise.

Diversity

The course content and the course environment are dedicated to an understanding of and acceptance of all people. Disparaging remarks in relation to others' ethnic or racial background, sex, sexual orientation, age, disability, socioeconomic background, intellect, etc. will not be tolerated.

Academic Honesty

The purpose of the Student Code of Conduct is to provide guidelines for the educational environment of the college. Such an environment presupposes both rights and responsibilities. Disciplinary regulations at the college are set forth in writing in order to give students general notice of prohibited conduct. Students should be aware of disciplinary actions for all forms of academic dishonesty, including cheating, fabrication, facilitating academic dishonesty, plagiarism, and collusion. Your college catalog and the DCCCD catalog contain the entire Student Code of Conduct, which is also on the Internet at <http://www.dcccd.edu>. (Click on Student Services, Code of Student Conduct.)

Assignment Calendar

Week	Chapters	Assignments
1	1 and 2	<ul style="list-style-type: none"> ○ Review course syllabus. ○ Read chapters 1 and 2 of the textbook. ○ View the following video programs: <ul style="list-style-type: none"> • Lesson 1 – Introducing Business (CD 1) • Lesson 3 – Defining Economic Systems (CD 1) • Lesson 6 – Promoting Social Responsibility (CD 1) ○ Complete practice tests and key concept crossword puzzles for chapters 1 and 2 in the Student Review Guide. ○ Complete video case study assignment for chapter 1.

Week	Chapters	Assignments
2	3 and 4	<ul style="list-style-type: none"> ○ Read chapters 3 and 4 of the textbook. ○ View the following video programs: <ul style="list-style-type: none"> • Lesson 7 – Competing in a Global Environment (CD 1) • Lesson 9 – Selecting a Form of Business Ownership (CD 2) ○ Complete practice tests and key concept crossword puzzles for chapters 3 and 4 in the Student Review Guide. ○ Complete video case study assignment for chapter 3. ○ Schedule Exam 1 with proctor.
<p>Exam 1 will contain questions from chapters 1 to 4 of the textbook. Review the grading standards on page 6 before taking the exam. Case study assignments for chapters 1 and 3 are due at the time of the exam.</p>		
3	5	<ul style="list-style-type: none"> ○ Read chapter 5 of the textbook. ○ View video program Lesson 10 – Highlighting a Small Business (CD 2) ○ Complete practice test and key concept crossword puzzle for chapter 5 in the Student Review Guide. ○ Complete video case study assignment for chapter 5.
4	6 and 7	<ul style="list-style-type: none"> ○ Read chapters 6 and 7 of the textbook. ○ View the following video programs: <ul style="list-style-type: none"> • Lesson 11 – Managing a Business (CD 2) • Lesson 12 – Establishing a Business Organization (CD 2) ○ Complete practice tests and key concept crossword puzzles for chapters 6 and 7 in the Student Review Guide. ○ Complete video case study assignment for chapter 7.
5	8	<ul style="list-style-type: none"> ○ Read chapter 8 of the textbook. ○ View video program Lesson 18 – Managing Operations (CD 3) ○ Complete practice tests and key concept crossword puzzles for chapter 8 in the Student Review Guide. ○ Schedule Exam 2 with proctor.
<p>Schedule Exam 2 with proctor. Exam 2 will contain questions from chapters 5 to 8 of the textbook. Please review the grading standards on page 6 before taking the exam. Case study assignments for chapters 5 and 7 are due at the time of the exam.</p>		
6	9 and 10	<ul style="list-style-type: none"> ○ Read chapters 9 and 10 of the textbook. ○ View the following video programs: <ul style="list-style-type: none"> • Lesson 13 – Managing Human Resources (CD 2) • Lesson 14 – Managing the Work Environment (CD 2) ○ Complete practice test and key concept crossword puzzle for chapters 9 and 10 in the Student Review Guide. ○ Complete video case study assignment for chapter 9.

Week	Chapters	Assignments
7	11 and 12	<ul style="list-style-type: none"> ○ Read chapters 11 and 12 in the textbook. ○ View the following video programs: <ul style="list-style-type: none"> • Lesson 15 – Handling Labor Relations (CD 3) • Lesson 16 – Marketing Products (CD 3) ○ Complete practice tests and key concept crossword puzzles for chapters 11 and 12 in the Student Review Guide. ○ Complete video case study assignment for chapter 11. ○ Schedule Exam 3 with proctor.
<p>Exam 3 will contain questions from chapters 9 to 12 of the textbook. Please review the grading standards on page 6 before taking the exam. Case study assignments for chapters 9 and 11 are due at the time of the exam.</p>		
8	13 and 14	<ul style="list-style-type: none"> ○ Read chapters 13 and 14 of the textbook. ○ View the following video programs: <ul style="list-style-type: none"> • Lesson 17 – Defining Products (CD 3) • Lesson 19 – Pricing Products (CD 3) • Lesson 21 – Distributing Products (CD 4) ○ Complete practice tests and key concept crossword puzzles for chapters 13 and 14 in the Student Review Guide. ○ Complete video case study assignment for chapter 13.
9	15 and 16	<ul style="list-style-type: none"> ○ Read chapters 15 and 16 of the textbook. ○ View the following video programs: <ul style="list-style-type: none"> • Lesson 20 – Promoting Products (CD 3) • Lesson 8 – Managing Business Information (CD 2) ○ Complete practice test and key concept crossword puzzle for chapters 15 and 16 in the Student Review Guide. ○ Complete video case study assignment for chapter 15. ○ Schedule Exam 4 with proctor.
<p>Exam 4 will contain questions from chapters 13 to 16 of the textbook. Please review the grading standards on page 6 before taking the exam. Case study assignments for chapters 13 and 15 are due at the time of the exam.</p>		
10	17 and 18	<ul style="list-style-type: none"> ○ Read chapters 17 and 18 of the textbook. ○ View the following video programs: <ul style="list-style-type: none"> • Lesson 25 – Accounting for Management (CD 4) • Lesson 22 – Understanding Money (CD 4) • Lesson 23 – Managing Short-Term Financing (CD 4) ○ Complete practice tests and key concept crossword puzzles for chapters 17 and 18 in the Student Review Guide. ○ Complete video case study assignment for chapter 17.

Week	Chapters	Assignments
11	19 And 20	<ul style="list-style-type: none"> ○ Read chapters 19 and 20 of the textbook. ○ View the following video programs: <ul style="list-style-type: none"> • Lesson 23 – Managing Short-Term Financing (CD 4) • Lesson 24 – Managing Long-Term Financing (CD 4) ○ Complete practice tests and key concept crossword puzzles for chapters 19 and 20 in the Student Review Guide. ○ Complete video case study assignment for chapter 19. ○ Schedule Exam 5 with proctor.
12	<p>Exam 5 will contain questions from chapters 17 to 20 of the textbook. Please review the grading standards on page 6 before taking the exam.</p> <p>Case study assignments for chapters 17 and 19 are due at the time of the exam.</p> <p>If you are doing any of the five extra-credit case studies, these are also due to your proctor at the time of Exam 5.</p>	

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