

# IMPORTANT NOTICE

Each instructor has his/her own syllabus for a particular course and section. In addition, each instructor may alter a syllabus both during and between semesters.

This syllabus is provided only as an example of what you might find in my sixteen-week lecture course.

Students enrolled in my courses should refer to Blackboard only for an official syllabus.

SAMPLE DOCUMENT ONLY



**AUSTIN COMMUNITY COLLEGE**  
The Management Department – Managing to do it Better

**BUSI 1301 Section 11 - Business Principles  
Syllabus for Fall 2009**

**Class Sessions: Mon & Wed, NRG Campus Classroom PB1 from 5:40 – 6:55pm**

**INSTRUCTOR:** Alan Crudden  
**PHONE:** 659-5857  
**EMAIL:** acrudden@austincc.edu

**Office Hours:**

**You can generally find me early to class and willing to stay afterwards as my schedule permits. In addition, I can meet with you individually provided that: (a) we both agree on the time/place and, (b) you reconfirm our meeting 24 hours in advance. I reserve the right to penalize a student who schedules an individual meeting and then does not appear on time.**

**Welcome to BUSI1301 – Business Principles**

This survey course in business will touch on a variety of subjects, including topics such as marketing, legal, economics, measurements, group behavior, operations, and finance. While each of these subjects relates to the other, I have tried to “chunk” the material into sections so that we can emphasize each topic in turn.

Because this is a survey course, a great deal of emphasis will be placed on learning definitions and the “language” of business. Does this sound like a dry vocabulary course? It won’t be! In fact, you may disagree with the authors’ opinions and “facts” given your own real world experiences. Sometimes you’ll find there is no single “right” answer to a question and we’ll instead focus on how decisions are made and what values come into play.

The following pages go into extensive detail about the course, but if you want to do well in this subject there are several simple things you must do:

1. Keep current on your assignments and complete them on time.
2. Check your ACC email and Blackboard frequently for updates/information.
3. Participate in class by asking and answering questions, offering examples from your own work experiences, etc.

## COURSE MATERIALS

**Understanding Business**, Nickels, McHugh & McHugh, 8<sup>th</sup> edition; McGraw-Hill Irwin, 2008, ISBN 978-0-07-310597-0.

Additional study materials will be provided by the instructor and posted on Blackboard. **These materials are considered part of the course work, subject to in-class discussion, and their content testable.** Many students find the publisher's website for this book helpful: [www.mhhe.com/ub8e](http://www.mhhe.com/ub8e)

## COURSE DESCRIPTION AND OBJECTIVE

This course will provide the student with information about business operations and business vocabulary and it will help direct the thinking of each student to the field of business best suited for her/his interest and talent. Subject matter includes an analysis of the specialized fields within the business organization. The course covers concepts of business, management functions, organizational considerations, and decision-making processes. This course is beneficial to business majors and non-business majors. This course does not have any course prerequisite. (If you are trying to make a decision as to the course you should take next, Principles of Management is a good choice for business majors.)

## COURSE PREREQUISITES/REQUIREMENTS

1. Ability to read, write, and perform simple algebraic calculations at the college freshman level.
2. Working knowledge of computers, email, and the internet.
3. Own a handheld calculator (you may NOT use a PC, cell phone, or PDA).
4. Complete all work on time. This is not a self paced course.
5. Demonstrate curiosity and a willingness to ask questions in class.
6. Present/argue your opinions in a respectful, objective, and fact based manner.
7. Get the help you need in a timely fashion (do not wait till the end of the semester). If for some reason, your messages are not returned it is up to you to follow up and get help. Make sure you include your name, section number and the name of your class in all communications. Don't waste time waiting; call again if you don't get the help you need.
8. Set your cell phones to MUTE during class. In case of an emergency, set your phone to vibrate and leave the classroom for your conversation.
9. Check your ACC email accounts (g.austincc.edu) and Blackboard on a regular basis for important information on the class and assignments. **FAILURE TO DO SO WILL NOT BE ACCEPTED AS AN EXCUSE.**
10. Students must complete or be exempted from the TSI.

## TESTING

Testing will be a mixture of “chapter quizzes” and exams. Exams may be in the classroom, “take home”, or a combination of the two. Each test will specify what materials you may use, the due date for completion, and how many points can be earned. Here are some samples of the types of questions you will see:

Q: Which one of the following problems is most likely to cause a small, new business owned by a sole proprietor to fail?

1. Taking on too many customers too quickly
2. Keeping up with technology.
3. Managing cash flow.
4. Finding good suppliers.

Q: In the video “The Story of the Red Beads,” Dr. Deming demonstrates how \_\_\_\_\_ in the system can overshadow individual workers’ performance.

Q: Some executives have justified an action with the claim “it was legal.” Give an example of something in the business world which might be legal but you would consider unethical. Explain why you think the action is unethical. (two paragraphs maximum)

Questions which are skipped or are not clearly answered (e.g., more than one selection is made on a multiple-choice test) are graded as incorrect and given a zero.

## ASSIGNMENTS, CHAPTER QUIZZES, EXAMS

Assignments given as homework must be completed on time and in the format provided by the instructor. You may be asked to present your work in class. A score of 0% will be given for homework not completed and submitted on time.

Chapter quizzes are provided in Blackboard for each chapter in the textbook. Each quiz may only be taken once and no extensions or resubmissions will be allowed. A score of “0%” will be given if you miss a quiz. You are responsible for making sure your internet connection is stable throughout the session. (I suggest you turn off all software applications – especially any form of “instant messaging” - when doing chapter quizzes.)

Exams may given in “in class” or “take home” form. “Take home” exams and assignments (other than “chapter quizzes”) will be penalized 10% per calendar day for lateness. (For example, if an work is due 11:59pm Tuesday and it is turned in 12:01am Thursday morning, then it is two calendar days late and the number of earned points reduced by 20%.)

Assignments more than four days late will be scored at 50% (F).

Students who miss an “in class” exam are responsible for contacting me within 72 hours and setting a new date for the exam. Failure to either not contact me within that time or meet the testing appointment will result in a grade of 50% (F).

## CLASS PARTICIPATION

Students are expected to not just attend class but also participate. The number of points you earn for participation will be based upon my impressions of your attendance, the quality of your contributions to classroom discussions, and the degree to which your comments and questions demonstrate knowledge of the material under discussion.

Students arriving late or leaving class early should not expect to receive any credit for that day's attendance. In order to minimize disruption to the classroom, I reserve the right to drop from the class students who disrupt class by habitually arriving late or leaving early.

If you miss class, it is your responsibility to contact another student and go over the material you missed. I will be glad to address your questions during my office hours, but I will not teach the same material twice.

## COURSE GRADE

### FINAL AVERAGE GRADE ASSIGNMENT

EXAM 1	15 pts	A 90 –100 Percent of points
EXAM 2	15 pts	B 80 - 89
EXAM 3	15 pts	C 70 - 79
EXAM 4	15 pts	D 60 – 69
EXAM 5	15 pts	F Below 60
Quizzes	15 pts	
Class Participation	<u>10 pts</u>	
<b>TOTAL</b>	<b>100 pts</b>	

It is up to the student to check that the grades are posted correctly and to notify me of any errors within one calendar week. Please keep your copy of your test scores!

## MANAGEMENT DEPARTMENT POLICIES

The Management Department has developed several policies in addition to those set forth by ACC. These may be found at <http://www.austincc.edu/mgmt/policies.php> and cover topics such as:

- Obtaining an “Incomplete” for a course
- Withdrawing from a course
- Academic freedom
- Scholastic dishonesty
- Student disabilities

## **VISITORS IN THE CLASSROOM**

On occasion, you may see a guest of mine in the classroom. Typically this is someone who is considering attending ACC, a student who missed a lecture on the topic in another section, a fellow instructor, or a guest speaker. This person will be introduced to you and their presence explained.

Students may not bring in guests without receiving my express permission at least 24 hours in advance.

## **SCHEDULES**

The class schedule is posted on Blackboard.

The ACC academic schedule: <http://www.austincc.edu/support/admissions/acacal10.php>

**As your instructor, I reserve the right to change the syllabus and schedule.**