

Austin Community College BUSINESS Principles (BUSI 1301)

Fall 2009

Instructor:	Dr. Victor H.P. Villarreal, Ph.D. "Dr. Vic"
Class Day & Hours:	Tuesdays and Thursdays 12:00 p.m. to 1:15 p.m. (Synonym: 43852)
Location:	ACC Rio Grande Campus; Room – RGC6, A253
Office Hours:	TBD
Email:	vvillarr@austincc.edu
Phone:	(512) 528-0696
Session:	Fall 2009 (16 weeks): Aug. 24 to Dec 13, 2009

TEXT: Nickels, McHugh, McHugh, Understanding Business, 8th ed. 2006; **ISBN:** 007310597x
WEBSITE: www.mhhe.com/ub8e

Welcome Class!

I am honored and pleased to be your instructor for this course. For future reference, you may address me as "Dr. Vic" in-class, or via email or phone. I would like to start by saying that I am a firm believer in the power and application of Higher Education! If you ever feel overwhelmed by your daily life, school commitments, work or other activities, just remind yourself that you are making a positive difference for your own future and the future your loved ones – your sacrifice is well worth the efforts you will give. – Dr. Vic.

Course Description:

A general survey of the entire field of business and management in the free enterprise system. Concepts of business and management functions, organizational considerations, and decision-making processes. Explores areas of specialization in the business world.

GRADE DETERMINATION:

EXAM I=20% (200 pts.);
EXAM II=20% (200 pts.);
EXAM III=20% (200 pts.);
EXAM IV=20% (200 pts.);
Research Tutorial & Paper = 10% (100 pts.);
In-class Group Assignment I = 5% (50 pts.).
In-class Group Assignment II = 5% (50 pts.)

Grading Scale:

900-1000 points = A,
800-899 points = B,
700-799 points = C,
600-699 points = D,
599 points and below = F.

No extra credit is offered / given.

YOU MUST BE PRESENT for ALL Exams AND In-class Group Assignments in order to receive credit.

NO MAKEUP work will be offered for missed Exams or In-class Group Assignments. All Grades will count – no grades will be dropped. Extenuating Circumstances are allowable; YOU MUST contact me for arrangements.

IMPORTANT ACC DATES

Aug. 24: First day of Spring Classes (16 wks)
Oct. 9: Dec. graduation application deadline
Nov. 23: Last day to withdraw with an "W" grade
Nov. 24-26 : Thanksgiving Break – no classes
Dec. 13: Last Day of Class/Semester

Course Specific Important Dates

Sept. 15	In-class Group Assignment I
Sept. 17	Exam I
Oct. 1	Research Tutorial
Oct. 6	Exam II
Nov. 3	In-class Group Assignment II
Nov. 5	Exam III
Dec. 10	Exam IV

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BUSI 1301, Business Principles; Fall 2009, T/TH @ RGC, 12:00 to 1:15 p.m.

Date	Day	Class Session	Topic	Reading Assignment	Course Segment
Aug. 25, 2009	Tues.	1	Review Course Syllabus	Intro.	Part I. <i>Survey of:</i> Business Trends Globalization & Social Responsibility topics
Aug. 27, 2009	<i>Thurs.</i>	2	Business Today	Chap. 1	
Sept. 1, 2009	Tues.	3	Economics and Business	Chap. 2	
Sept. 3, 2009	<i>Thurs.</i>	4	Competition & Globalization	Chap. 3	
Sept. 8, 2009	Tues.	5	Social Responsibility	Chap. 4	
Sept. 10, 2009	<i>Thurs.</i>	6	Social Responsibility	Chap. 4	
Sept. 15, 2009	Tues.	7	<i>In-class Group Assignment I</i>		
Sept. 17, 2009	<i>Thurs.</i>	8	<i>Exam I</i>		
Sept. 22, 2009	Tues.	9	Bus. Ownership & Entrepreneurship	Chap. 5 & 6	Part II <i>Overview of:</i> Bus. Ownership and Management
Sept. 24, 2009	<i>Thurs.</i>	10	Management & Leadership	Chap. 7	
Sept. 29, 2009	Tues.	11	Adapting to Markets Today	Chap. 8	
Oct. 1, 2009	<i>Thurs.</i>	12	Elements of the World-Class Bus.	Chap. 9	
Oct. 1, 2009	<i>Research Tutorial & Paper DUE!</i>				
Oct. 6, 2009	Tues.	13	<i>Exam II</i>		
Oct. 8, 2009	<i>Thurs.</i>	14	HR: Motivating Employees	Chap. 10	Part III <i>Overview of:</i> Human Resource And Marketing Topics
Oct. 13, 2009	Tues.	15	HR: Mgt & Emp. Recruitment	Chap. 11	
Oct. 15, 2009	<i>Thurs.</i>	16	HR: Employee-Mgt Issues	Chap. 12	
Oct. 20, 2009	Tues.	17	Marketing: Bus. Relationships	Chap. 13	
Oct. 22, 2009	<i>Thurs.</i>	18	Marketing: Product Pricing	Chap. 14	
Oct. 27, 2009	Tues.	19	Marketing: Product Distribution	Chap. 15	
Oct. 29, 2009	<i>Thurs.</i>	20	Marketing: Promotional Strategies	Chap. 16	
Nov. 3, 2009	Tues.	21	<i>In-class Group Assignment II</i>		
Nov. 5, 2009	<i>Thurs.</i>	22	<i>Exam III</i>		
Nov. 10, 2009	Tues.	23	Fin. Understanding Finance & Acct.	Chap. 17	Part IV <i>Overview of:</i> Information Management (IT) and Financial Resources topics
Nov. 12, 2009	<i>Thurs.</i>	24	Fin: Financial Management	Chap. 18	
Nov. 17, 2009	Tues.	25	Fin: Understanding Securities	Chap. 19	
Nov. 19, 2009	<i>Thurs.</i>	26	Fin: Understanding Securities	Chap. 19	
Nov. 24, 2009	Thanksgiving – NO CLASS!				
Nov. 26, 2009	Thanksgiving – NO CLASS!				
Dec. 1, 2009	Tues.	27	Fin: Money & Financial Institutions	Chap. 20	
Dec. 3, 2009	<i>Thurs.</i>	28	IT: Leveraging Technology in Business	Chap. B	
Dec. 8, 2009	Tues.	29	Personal Finances	Chap. D	
Dec. 10, 2009	<i>Thurs.</i>	30	<i>Exam IV</i>		

**** “The Biz Game” Web-based
research tutorial AND, brief
research paper due.**

**I will pass-out a handout with
more information on Sept. 10th.**

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Grade Scale Points	Grade
900 - 1000 pts. =	A
800 - 899 pts. =	B
700 - 799 pts. =	C
600 - 699 pts. =	D
599 pts. & below =	F

Grade Tracker	Grade	Cumulative Score Points
In-class Group Assignment I	/50	
Exam I	/200	
Research Tutorial & Paper	/100	
Exam II	/200	
In-class Group Assignment II	/50	
Exam III	/200	
Exam IV	/200	
Total Score/Grade		

Student Duty and Responsibility Statement (Dr. Vic):

Each student has the duty and responsibility to perform to their highest potential. Further each student has the duty and responsibility to adhere to all course and college policies including; academic honesty, exam date and In-class group assignment attendance, withdraw protocol and comprehension of grading scale and determination. Each student is responsible, and in charge of, their own academic intentions and progress within each course and from semester to semester. Academic support **IS** available – if you need it.

Attendance

Class attendance is expected and required. Students may miss up to five (5) lecture sessions (Please Note; **NO EXAM or IN-CLASS GROUP ASSIGNMENT date may be missed without prior instructor notification**). If more than five (5) lecture sessions are missed the Instructor **may** administratively withdraw individual students. Attendance will be taken at all class sessions.

Incomplete Grades

An instructor may award a grade of 'I' (Incomplete) if a student was unable to complete all of the objectives for the passing grade in a course. An 'I' cannot be carried beyond the established date in the following semester. The completion date is determined by the instructor but may not be later than two weeks before the end of the semester. The department chair will approve a change from 'I' to a performance grade (A, B, C, or D) for the course before deadline.

Withdraw Procedure

If you need to withdraw from class for any reason, you must fill out an official withdraw form and turn it in before the 'W' deadline per semester (check *Important Dates* section of this syllabus). After that date, a "W" grade cannot be given. It is the student's responsibility to carry-out and follow-up on a 'W' request.

Food, Drink and Cell Phones/Electronic Devices

No Food or beverages are allowed in the classroom – per ACC policy. Additionally, all Cell phones, pagers and/or other electronic devices must be turned off. These are professional courtesy policies.

Students with Disabilities

Student with Disabilities Policy: *“Each ACC campus offers support services for students with documented physical or psychological disabilities. Students with disabilities must request reasonable accommodations through the office for students with disabilities on the campus where they expect to take the majority of their classes. Students are encouraged to do this three weeks before the start of the semester”* - (Student Handbook);

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Freedom of Expression Policy

“Each student is strongly encouraged to participate in class. In any classroom situation that includes discussion and critical thinking, there are bound to be many differing viewpoints. These differences enhance the learning experience and create an atmosphere where students and instructor alike will be encouraged to think and learn. On sensitive and volatile topics students may sometimes disagree not only with each other but also with the instructor. It is expected that faculty and students will respect the views of others when expressed in classroom discussions”;

Scholastic Dishonesty Policy

Students caught cheating on an exam or assignment will receive a zero for that exam or assignment. Scholastic Dishonesty Policy: *“Acts prohibited by the college for which discipline may be administered include scholastic dishonesty, including but not limited to cheating on an exam or quiz, plagiarizing, and unauthorized collaboration with another in preparing outside work. Academic work submitted by students shall be the result of their thought, research or self-expression. Academic work is defined as, but not limited to tests, quizzes, whether taken electronically or on paper; projects, either individual or group; classroom presentation presentations, and homework”* - (Student Handbook);

Policy and Procedure for Inclement Weather

Classes may be canceled due to inclement weather. If classes are not in session, notification is made through local radio and television stations, as well as ACC's Channel 19 and on the web at www.austincc.edu. These local media should be consulted regarding resumption of classes. In compliance with the Texas Education Code, the college may schedule makeup classes to satisfy contact hour requirements. In such cases, students will be notified through their campus manager. Continuing Education classes will be rescheduled.

Student Activities and Honors:

Students are encouraged to participate in college sponsored activities and honors programs. Please refer to the Student Handbook and/or your academic advisor for information on activities and honors programs.

Phi Theta Kappa

Phi Theta Kappa has been the only nationally recognized International Honor Society of the Two-Year College since its founding in 1918. The Alpha Gamma Pi chapter of Phi Theta Kappa was chartered at ACC in October 1977. In accordance with the international organization's goals, the Alpha Gamma Pi chapter recognizes and promotes scholarship, the development of leadership and service, and the cultivation of fellowship among students at ACC. Students who meet chapter criteria receive invitations during the fall and spring semesters

Student Statement of Understanding and Agreement
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1. I have read, understand and agree to abide by the ACC Student handbook;
2. I have also read, understand and agree to abide by the Course Syllabus for this class;
3. I will demonstrate professional courtesy to all peer students and to the Instructor;
4. I am also aware of my duty and responsibility with this course.

****End Student Syllabus****

Instructor Copy of *Statement of Understanding* and *Student Contact* information sheet follows (pg. 5).

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Instructor's Copy

Syll# _____

**(Unstaple this page and submit to Instructor at the
conclusion of the first class session)**

Student Statement of Understanding and Agreement
--

1. I have read, understand and agree to abide by all provisions set forth within the ACC Student handbook;
2. I have also read, understand and agree to abide by all provisions set forth within the Course Syllabus for this class;
3. I will demonstrate professional courtesy to all peer students and to the Instructor;
4. I am also aware of my duty and responsibility within this course.

Student's Name (Please Print)

Student's Signature

Date

Student Contact Information:

(None of this information will be shared – information is for instructor files)

Student Name (Please Print) _____

Student Email Address: _____

Student's Preferred Phone Number: _____
(For Instructor contact)

Other than Thanksgiving (ACC Thanksgiving break: Nov. 24-26, 2009) do you have any scheduled plans for a vacation or other break which will require you to miss class sessions?
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<input type="checkbox"/> Yes,	If yes: list dates here:	_____
<input type="checkbox"/> No.		