



# Course Syllabus

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**Department** : Business Administration

**Course Title** : Business Principles

**Section Name** : BUSI\_1301\_13

**Start Date** : 08/27/2012

**End Date** : 12/13/2012

**Modality** : CLASSROOM

**Credits** : 3

## Instructor Information

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**Name** : Patrick Mellon

**OC Email** : pmellon@odessa.edu

**OC Phone #** : 432-335-6535

### OFFICE HOURS

Monday 5:00p.m.-7:00p.m.

Wednesday: 1:00-3:00

Tuesday 12:30 – 4:00

Thursday: 12:30 – 3:00

## Course Description

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Presents an overview of various components of business and industry. Emphasizes integration of text material with current and local business operations and decision-making processes. Learning activities include background reading and applications from text materials, current events. Also aids students in career planning by emphasizing aptitudes and skills expected in various fields of business specializations.

## Prerequisites/Co requisites

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NONE

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6, 7, 10, 11

## Course Objectives

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1.0 To demonstrate competency in Contemporary Business and Its Environment; the student should be able to:

1.1 \*Explain the Foundations of Business. (6, 7, 10, 11)

1.2 \*Determine the Economic Challenges facing the United States. (6, 7, 10, 11)

1.3 \*Explain the Global Dimensions of Business. (6, 7, 10, 11)

1.4 \*Relate to Social Responsibility and Business Ethics. (6, 7, 10, 11)

2.0 To demonstrate competency in the Structure of American Business; the student should be able to:

2.1 \*Summarize the Forms of Business Ownership. (6, 7, 10, 11)

2.2 \*Describe Entrepreneurship, Small Business, and Franchising. (6, 7, 10, 11)

3.0 To demonstrate competency in Management and Organization; the student should be able to:

3.1 \*Explain the Process of Management. (6, 7, 10, 11)

3.2 \*Describe the Internal Organization. (6, 7, 10, 11)

3.3 \*Distinguish between Production and Operation Management. (6, 7, 10, 11)

4.0 To demonstrate competency in the Human Resource; the student should be able to:

4.1 \* Describe Human Relations. (6, 7, 10, 11)

4.2 \*Explain Human Resource Management. (6, 7, 10, 11)

4.3 \*Interpret Labor-Management Relations. (6, 7, 10, 11)

5.0 To demonstrate competency in Marketing Management; the student should be able to:

5.1 \*Summarize Marketing Strategy. (6, 7, 10, 11)

5.2 \*Explain Product and Pricing Strategy. (6, 7, 10, 11)

5.3 \*Interpret Promotional Strategy. (6, 7, 10, 11)

6.0 To demonstrate competency in Information for Decision Making; the student should be able to:

6.1 \*Explain Information System and Business. (6, 7, 10, 11)

6.2 \*Summarize Accounting. (6, 7, 10, 11)

7.0 To demonstrate competency in Financing the Enterprise; the student should be able to:

7.1 \*Explain Financial Management. (6, 7, 10, 11)

7.2 \*Summarize Money, the Banking System, and Other Financial Institutions. (6, 7, 10, 11)

7.3 \*Interpret the Securities Market. (6, 7, 10, 11)

\* Indicates Integrated, Core Curriculum Skills (Math, Reading, Communication, Technological Literacy and/or Critical Thinking)

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### Required Readings/Materials

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a) You must purchase the following ***required*** readings/materials:

The Future of Business: The Essentials, Gitman and McDaniel, 5<sup>th</sup> ed. and Webtutor Access Key

b) You are encouraged to buy the following ***optional*** books/materials

## Course Requirements (Lectures, Assignments and Assessments)

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- A. Reading of the assigned materials.
  - B. Preparation of solutions in good form for all assigned problems and exercises.
  - C. Intangibles (attitude, preparation).
  - D. Satisfactory performance on examinations.
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## Assignments & Activities Schedule(See attached sheet)

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GRADED ITEMS	POINTS
5 EXAMS	100 X 5 = 500
5 ACTIVITY ASSIGNMENTS	60 X 5 = 300
2 ARTICLE REVIEWS	100 X 2 = 200
“OPTIONAL” EXTRA CREDIT PROJECT	50
TOTAL	1000

## Grading Policy

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Each week, I will provide grades or scores and comments on test within 7 days of when they were submitted.

Technological issues will be considered as valid grounds for late test submission. In the event of a server outage or other problems, students should contact the instructor as quickly as possible by any means possible (email, office phone,). You should know that if the test is not submitted correctly all answers are lost and you have to start over.

Percentage %	Grade
90-100	A

80-89	B
70-79	C
60-69	D

### Special Needs

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Odessa College complies with Section 504 of the Vocational Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990. If you have any special needs or issues pertaining to your access to and participation in this or any other class at Odessa College, please feel free to contact me to discuss your concerns. You may also call the Office of Disability services at 432-335-6861 to request assistance and accommodations.

### Learning Resource Center (Library)

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The Library, known as the [Learning Resources Center](#), provides research assistance via the [LRC's catalog \(print books, videos, e-books\)](#) and [databases \(journal and magazine articles\)](#). [Research guides](#) covering specific subject areas, [tutorials](#), and the ["Ask a Librarian "](#) service provide additional help.

### Student E-mail

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Please access your [Odessa College Student E-mail](#), by following the link to either set up or update your account: <http://www.odessa.edu/gmail/>. **All correspondence will be submitted using your Odessa College email.**

### Student Portal

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Please access your [Odessa College Student E-mail](#), by following the link to either set up or update your account: <http://www.odessa.edu/gmail/>. **All correspondence will be submitted using your Odessa College email.**

## Technical Support

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For Blackboard username and password help and for help accessing your online course availability and student email account contact the Student Success Center at 432-335-6878 or online at [https://www.odessa.edu/dept/ssc/helpdesk\\_form.htm](https://www.odessa.edu/dept/ssc/helpdesk_form.htm).

## Expectations Statement

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### Reasonable Expectations of Engagement for Instructors

1. As an instructor, I understand the importance of clear, timely communication with my students. In order to maintain sufficient communication, I will
  - provided my contact information at the beginning of the syllabus;
  - respond to all messages in a timely manner through telephone, email, or next classroom contact; and,
  - notify students of any extended times that I will be unavailable and provide them with alternative contact information (for me or for my supervisor) in case of emergencies during the time I'm unavailable.
2. As an instructor, I understand that my students will work to the best of their abilities to fulfill the course requirements. In order to help them in this area, I will
  - provide clear information about grading policies and assignment requirements in the course syllabus, and
  - communicate any changes to assignments and/or to the course calendar to students as quickly as possible.
3. As an instructor, I understand that I need to provide regular, timely feedback to students about their performance in the course. To keep students informed about their progress, I will
  - return classroom activities and homework within one week of the due date and
  - provide grades for major assignments within 2 weeks of the due date or at least 3 days before the next major assignment is due, whichever comes first.

### Reasonable Expectations of Engagement for Students

1. As a student, I understand that I am responsible for keeping up with the course. To help with this, I will
  - attend the course regularly and line up alternative transportation in case my primary means of transportation is unavailable;

- recognize that the college provides free wi-fi, computer labs, and library resources during regular campus hours to help me with completing my assignments; and,
  - understand that my instructor does not have to accept my technical issues as a legitimate reason for late or missing work if my personal computer equipment or internet service is unreliable.
2. As a student, I understand that it is my responsibility to communicate quickly with the instructor any issue or emergency that will impact my involvement with or performance in the class. This includes, but is not limited to,
- missing class when a major test is planned or a major assignment is due;
  - having trouble submitting assignments;
  - dealing with a traumatic personal event; and,
3. As a student, I understand that it is my responsibility to understand course material and requirements and to keep up with the course calendar. While my instructor is available for help and clarification, I will
- seek out help from my instructor and/or from tutors;
  - ask questions if I don't understand; and,
  - attend class regularly to keep up with assignments and announcements.
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## **AVID Statement**

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This course (BUSINESS PRINCIPLES / BUSI 1301 / FALL 2012 has been identified as a course by Career, Technical, and Workforce Education as one in which teaching and learning strategies adopted by AVID will be implemented. As a student in the program, you will be expected to develop an understanding of the strategies, to model the strategies, to maintain fidelity of implementation, and to examine how these strategies may impact your effectiveness as a professional in your chosen area of occupation, either through coursework or practicum experience as outlined by the course instructor.

For information regarding student support services, academic dishonesty, disciplinary actions, special accommodations, or students' and instructors' right to academic freedom can be found in the [Odessa College Student Handbook](#).

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WEEK	ASSIGNMENT
WEEK 1	Course Introduction / Read ch. 1
WEEK 2	Read ch. 2
WEEK 3	Read ch. 3,
WEEK 4	Read ch. 4 / Activity 1
WEEK 5	Exam 1 / Read ch. 6
WEEK 6	Read ch. 7 / Activity 2
WEEK 7	Exam 2 / Read ch. 8
WEEK 8	Read ch. 9
WEEK 9	Read ch. 10 / Activity 3
WEEK 10	Exam 3 / Read ch. 11
WEEK 11	Read ch. 12
WEEK 12	Read ch. 13 / Activity 4
WEEK 13	Exam 4 / Read ch. 14
WEEK 14	Read. Ch. 15
WEEK 15	Read ch. 16 / Activity 5
WEEK 16	Exam 5



