GBU 147.500 - INTRODUCTION TO BUSINESS  
Spring 2019

Course Syllabus

Instructor: Mr. Manuel Guerrero  
Email: All class email should be sent in D2L to guerreromg@d2l.sfasu.edu (only use email address of guerreromg@sfasu.edu if D2L is UNAVAILABLE)

D2L Address: https://d2l.sfasu.edu/  
Office: 229T McGee Business Building  
Office Phone: 936-468-1648 only call during office hours

Office Hours:  
Monday Appointment Only  
Tuesday 8:30 AM – 11:00 AM & 3:30 PM – 4:30 PM  
Wednesday 8:30 AM – 11:30 AM & 1:30 PM – 4:30 PM  
Thursday 8:30 AM – 11:00 AM & 3:30 PM – 4:30 PM  
Friday Appointment Only  
All other times by Appointment (evenings & weekends)  
On-Line Office Hours at the same time as in office hours, or by Appointment.

Department: Business Communication and Legal Studies

Class Meeting time: Online class – This is NOT a self-paced course – there are definitive deadlines for each assignment.

Course Description: Introduction to Business 147 (BUSI 1301) – Overview of basic business functions, including accounting, business law, communication, computer technology, economics, finance, marketing and management. Not open to students with junior or senior standing in the College of Business.

Textbook:  


Purchasing or renting the textbook is required. You will need a text because the majority of your test questions will come from your book. Print versions are available at bookstores or can be ordered online from the publisher's website. Electronic versions are available from the publisher at www.cengagebrain.com
Also Required:

- High Speed Internet Access and Personal Computer – Do not take this class if you do not have a computer AND reliable internet access.
- Proctored Final Exam - If you choose to NOT take your exam on campus, you must use ProctorU or other approved provider to take your exam remotely. The proctoring fee is TBD, but this cost can be higher if you do not schedule your exam 72 hours in advance. There is no charge to you to take your exam on campus.

Office Hours:
Please note office hours listed above. You are welcome to stop by my office during my on-campus office hours. I also take calls during my office hours, but please DO NOT call and leave a message for me to return your call. If you cannot reach me on the phone during office hours, you need to email to arrange time to talk. I can also reply by email.

Course Study Time Requirements: GBU 147 Introduction to Business (3 credits) may meet in an online or in-person format, with the latter consisting of either two 75-minute or three one-hour sessions per week during a standard length semester. The student will engage in learning about major functions of a business by researching a company and applying information learned from the text and the instructor. Quizzes, exams, papers and discussions will provide knowledge validation. A minimum six (6) hours of work beyond the base number of weekly credit hours are needed for research/drafting and preparing for quizzes, exams, papers and assignments. For the on-line class you will need a minimum of nine (9) hours a week to ensure you learn the subject matter and earn a good grade.

Program Learning Outcomes:
Program learning outcomes define the knowledge, skills, and abilities students are expected to demonstrate upon completion of an academic program. These learning outcomes are regularly assessed to determine student learning and to evaluate overall program effectiveness. You may access the program learning outcomes for your major and particular courses at http://www.sfasu.edu/cob/ug-plo.asp.

Student Learning Outcomes:
Upon successful completion of this course, the student should be able to:
1. Have a foundational understanding of the basic functions of business.
2. Apply this understanding to business situations.
3. Provide examples of how current businesses exemplify these concepts.

**Grades: (Tentative)**
Grades can be accessed through Desire2Learn (D2L). You should check your posted grades often and contact me with any questions. You must check your grades prior to final exam week and contact me the week prior to finals week with any questions or issues. Unless you contact me prior to this time, you indicate that you are in agreement with the grades posted. The time to worry about your grade is at the beginning of the course, not at the end. The grades you receive throughout the semester will determine your final grade in the course. Please do not contact the instructor during exam week asking to makeup an assignment or be allowed extra credit.

<table>
<thead>
<tr>
<th>Grades (Tentative)</th>
<th>Total</th>
<th>Grading Scale:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unit Exams: 4 @ 100 pts. each</td>
<td>400</td>
<td>A 90-100% of Total Points</td>
</tr>
<tr>
<td>Homework, assignments, attendance and constructive calls participation</td>
<td>80</td>
<td>B 80-89% of Total Points</td>
</tr>
<tr>
<td>Weekly Quizzes: 12 @ 10 pts. each</td>
<td>120</td>
<td>C 70-79% of Total Points</td>
</tr>
<tr>
<td>Attendance</td>
<td>60</td>
<td>D 60-69% of Total Points</td>
</tr>
<tr>
<td><strong>Total Possible</strong></td>
<td><strong>660</strong></td>
<td>F Below 60% of Total Points</td>
</tr>
</tbody>
</table>

**Bonuses Points Opportunity:** During this course you will be provided the opportunity to earn up to a max of 30 additional points via optional assignments.

**Graded Assignments/Exams:** Every effort is made to provide fair and accurate assessment of all assignments. If you have a question, or think I overlooked something, please ask. You may visit me or call during my office hours, but it is recommended that you send an email that includes:

1. Subject Line of Email – Grade Question on ___________ Assignment
2. Body of Email – Provide name of assignment, where it was submitted (D2L Dropbox, Quizzes Section, Discussion, etc.)
3. Which specific item you are questioning (do not simply say, I don’t understand my grade) – tell specifically what part you do not agree with.

Answering all of these points will insure I can review your assignment and respond completely to your question.

**This is an on-line class course.** All information will be posted to D2L, you should visit D2L regularly to keep up with assignments, contact the instructor, and receive supplemental information for your success in the course.

**Course Assignments:** All assignments with instructions and due dates will be posted in D2L on the course’s home page. All assignments are due at 10:00 AM
(in the morning). **LATE WORK MAY BE ACCEPTED – WITH A POINTS REDUCTION.** Once closed, assignments may be reopened, if reopened for you to complete there will be a points reduction. IF you are unable to post your work I will review the reason why and make a determination on the item. All work (quizzes, dropbox, discussions) must be submitted by due date. Be sure to submit your assignment EARLY. If you have trouble submitting, OIT (936-468-1919) can help.

**Exams:** The course grade includes four exams based on information presented in the chapter text and the online content. These exams may consist of true/false, multiple-choice and short answer questions. These exams will be taken using the Quizzes section of D2L. The final exam for the course MUST be proctored. The student can either come to campus or use ProctorU or other approved method to complete the exam. If taking the exam remotely, you must pay the TBD charge to ProctorU. Please be aware that scheduling or rescheduling an exam less than 72 hours in advance will add an additional premium fee as well. More detailed instructions on using D2L will be provided in the Content section of D2L.

**Discussion Postings on Research Company:** In an effort to see real-world examples of topics in the class, each student will choose a large company to study during the semester. A list of companies to study will be provided for students to sign up for in the Groups section of D2L. As topics are presented in the text, students will review the company and report to the class about this company through discussion postings. Students will be given a specific time to complete each discussion posting. Postings to the D2L discussion board are viewable by all students in the class. To maximize your grade for the discussion postings, post several days before the due date. If your posting is not sufficient, you will receive an e-mail. You will be allowed to make a new, corrected posting by the same original due date. If you wait until close to the due date, I will not have time to provide timely feedback.

Special care should be taken to ensure the grammar, spelling, and punctuation is correct in each posting. Excessive errors may cause a deduction in points. A total of eight postings should be completed, and each posting can earn a maximum of 10 points. When submitting your discussion posting, **do not attach a file.** Instead, type your response directly into the body of the message. Discussion postings are due the following Monday the week they are assigned. **Postings are due by 10:00 AM.**

**Weekly Quizzes:** Quizzes are designed to help you keep current on your required readings for the course. A quiz will be available for each chapter. Each quiz will contain 5 questions worth a total possible 10 points. Although there are 16 chapter quizzes, the highest 12 quiz grades will count for the weekly quiz grade.
Makeup Exams may be arranged with the instructor’s approval, however there can be a 20% deduction. Any late work can result in a points deduction.

All assignments, quizzes, and exams are on the due date. Be sure to check the schedule for the specific due date for each course requirement.

**Communication:** – This is an on-line course, the primary contact method will be electronic communication through D2L. You should check your email for this class every day. Every attempt will be made to respond to student emails in a reasonable amount of time. Every attempt will be made to respond to student emails in a reasonable amount of time. You can usually expect an email response within 48 hours, often sooner. When you send an email, please ask a specific question and provide enough detail for your instructor to understand your request. If the instructor determines that the answer is important for the whole class to know you may not get a personal response – the entire class will be provided the answer. When you send an email, if you would like a reply, please ask a specific question. If you send me a message that does not ask a question, I am unlikely to reply.

As part of this course there will be required to view ZOOM meetings. If possible and the time works you should attend these meetings live as course content information will be reviewed and discussed. If unable to attend the live meetings they will be recorded and you can review at any time. These meetings will be part of determining you attendance grade – so be there or view videos.

You will be held responsible for any instructions or assignments that are transmitted via D2L and ZOOM. If desired, you can set your email in D2L to forward to your other email accounts. However, you cannot send emails to me with your regular account. You must go to D2L to send any emails to me. I will not respond to emails sent outside of D2L. I receive so many emails in MySFA account, that I am likely to miss your email.

Plan to work on your assignments early. Although I attempt to respond quickly to your emails, I am not online 24 hours a day. If you wait to email your questions shortly before the assignment is due, you may not get an answer before the deadline. However, this is not an excuse to not turn in your assignment on time.

**Class Schedule:** The attached semester listing of due dates should be referred to daily in order to keep up with the dates for readings and assignments. Though unlikely, changes could be necessary and will be announced on D2L’s home page.

**What to do if MySFA or D2L is down** – Continue working – don’t think of it as an excuse. With technology, there is always a chance for a technology glitch. You will not get an extension on the work if the system is simply down for a relatively short period of time (less than 24 hours usually). Don’t get into a
position where you are trying to beat the clock to submit your work. Again – work ahead. Print out a copy of your assignment schedule in advance so you can have what you need to be working if an outage does occur.

There are multiple computer labs on campus to access D2L. Among others, there are labs available on the third floor of the McGee Business Building and the Linc in the Steen Library. If you are not on campus, any Wi-Fi connection will allow you to access D2L.

Being off campus or out of town is not an excuse for not completing your work.

Attendance Policy: This is an on line course, so you are expected to attend class. Students are expected to log into the course on a regular basis to submit assignments in required and check for updates.

Makeup Policy: Makeup exams will be allowed only if arranged prior to the date of the test. Because class attendance is not required and all course requirements are submitted online, there are a limited number of reasons accepted as to why work is not completed.

GETTING STARTED CHECKLIST:
• Read syllabus.
• Purchase textbook.
• Print a copy of the syllabus and the schedule.
• Take the FAQ quiz in D2L
• Sign up for a company to research during the semester (in groups in D2L).
• Come to class.

Abiding by university policy on academic integrity is a responsibility of all university faculty and students.

Definition of Academic Dishonesty

Academic dishonesty includes both cheating and plagiarism. Cheating includes, but is not limited to (1) using or attempting to use unauthorized materials on any assignment or exam; (2) falsifying or inventing of any information, including citations, on an assigned exercise; and/or (3) helping or attempting to help another in an act of cheating or plagiarism. Plagiarism is presenting the words or ideas of another person as if they were one’s own. Examples of plagiarism include, but are not limited to (1) submitting an assignment as if it were one’s own work when is at least partly the work of another person; (2) submitting a work that has been purchased or otherwise obtained from the Internet or another source; and/or (3) incorporating the words or ideas of an author into one’s paper without giving the author credit. Penalties may include, but are not limited to reprimand, no credit for the assignment or exam, re-submission of the work, make-up exam,
failure of the course, or expulsion from the university. Please read the complete policy at [http://www.sfasu.edu/policies/student_academic_dishonesty.pdf](http://www.sfasu.edu/policies/student_academic_dishonesty.pdf)

**Course Grades (University Policy 5.5)**

Copy and paste the following information regarding Withheld Grades into your syllabus. Add additional information as needed to meet your departmental or course needs.

At the discretion of the instructor of record and with the approval of the academic unit head, a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F, except as allowed through policy related to active military service. If students register for the same course in future semesters, the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average. Please refer to the complete policy at [http://www.sfasu.edu/policies/course-grades.pdf](http://www.sfasu.edu/policies/course-grades.pdf).

**Students with Disabilities**

Copy and paste the following statement and place in your course syllabus.

To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Room 325 in the Human Services Building, 468-3004/468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations. For additional information, go to [http://www.sfasu.edu/disabilityservices/](http://www.sfasu.edu/disabilityservices/).

**Student Conduct (University Policy 10.4)**

Copy and paste the following statement and place in your course syllabus.

Classroom behavior should not interfere with the instructor's ability to conduct the class or the ability of other students to learn from the instructional program (see the full Student Conduct Code at [http://www.sfasu.edu/policies/student-conduct-code.pdf](http://www.sfasu.edu/policies/student-conduct-code.pdf).) Unacceptable or disruptive behavior will not be tolerated. Students who disrupt the learning environment may be asked to leave class and may be subject to judicial, academic, or other penalties. This prohibition applies to all instructional forums, including electronic, classroom, labs, discussion groups, field trips, etc. The instructor shall have full discretion over what behavior is appropriate/ inappropriate in the classroom. Students who do not attend class regularly or who perform poorly on class projects/exams may be referred to the iCare Early Alert Program. This program provides students with
recommendations for resources or other assistance that is available to help SFA students succeed.
The following table contains the schedule for the spring semester. Each assignment has a due date assigned. This listing is the official listing for all due dates on D2L. **Every assignment is due at 10:00 AM on the date it is due.**

The instructor reserves the right to adjust this schedule, as he deems necessary. Grade items may be added or subtracted at the instructor deems appropriate. It is highly recommended that you print out the next pages and keep them in a convenient location so as to not miss any deadlines.

**NOTE: This is a Tentative Schedule and may change.**

It is your responsibility to remain on top of what is happening with this course – failure do so may result in you losing points.

<table>
<thead>
<tr>
<th>Date</th>
<th>Topics</th>
<th>Where to Find</th>
<th>Module#</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1: 8/26 – 9/1</td>
<td>Purchase textbook and review information in Getting Started Intro Post Sign up for a company to research</td>
<td>Content Quizzes Groups</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Exploring the World of Business Weekly Quiz</td>
<td>Content Quizzes</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Being Ethical and Socially Responsible Social Responsibility Posting Weekly Quiz</td>
<td>Content Discussions Quizzes</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>Choosing a Form of Business Ownership Small Businesses, Entrepreneurship, &amp; Franchises Weekly Quiz</td>
<td>Content Content Quizzes</td>
<td>3 4</td>
</tr>
<tr>
<td></td>
<td><strong>Test I (Modules 1-4)</strong></td>
<td>Quizzes</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Understanding the Management Process Discussion Posting Weekly Quiz</td>
<td>Content Discussions Quizzes</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>Producing Quality Goods and Services Weekly Quiz</td>
<td>Content Weekly Quiz</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>Attracting and Retaining the Best Employees Discussion Posting Weekly Quiz</td>
<td>Content Discussions Quizzes</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td>Motivating and Satisfying Employees</td>
<td>Content</td>
<td>8</td>
</tr>
<tr>
<td>Week</td>
<td>Dates</td>
<td>Topic</td>
<td>Content</td>
</tr>
<tr>
<td>------</td>
<td>--------------</td>
<td>----------------------------------------------------------------------</td>
<td>------------------</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Building Customer Relationships Through Effective Marketing</td>
<td>Weekly Quiz</td>
</tr>
<tr>
<td>10</td>
<td>11/4 – 11/10</td>
<td>Creating and Pricing Products that Satisfy Customers</td>
<td>Discussion Posting</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Creating and Pricing Products that Satisfy Customers</td>
<td>Weekly Quiz</td>
</tr>
<tr>
<td>11</td>
<td>11/11 – 11/17</td>
<td>Wholesaling, Retailing, and Physical Distribution</td>
<td>Discussion Posting</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Wholesaling, Retailing, and Physical Distribution</td>
<td>Weekly Quiz</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Using Management &amp; Accounting Info. Exploring Social Media and e-Business</td>
<td>Weekly Quiz</td>
</tr>
<tr>
<td>13</td>
<td>11/25 – 12/1</td>
<td>Thanksgiving Holiday Week</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>12/2 - 12/8</td>
<td>Understanding Money, Banking, and Credit Mastering Financial Management</td>
<td>Discussion Posting</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Understanding Money, Banking, and Credit Mastering Financial Management</td>
<td>Weekly Quiz</td>
</tr>
<tr>
<td>15</td>
<td>Finals Week</td>
<td>Final Exam (Modules 13 - 16)</td>
<td></td>
</tr>
</tbody>
</table>

**TENTATIVE SCHEDULE**

SEE D2L for due dates on all Quizzes, Papers, EXAMs and any other added assignments.