

Updated 12/29/2025



WACO, TEXAS

**COURSE SYLLABUS
AND
INSTRUCTOR PLAN**

BUSINESS PRINCIPLES

BUSI 1301.W080

M. BOYCE WILSON

NOTE: This is an Online 16-week course.

AN EQUAL OPPORTUNITY INSTITUTION

SPRING 2026

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Disclaimer:

The instructor reserves the right to change course policies, deadlines, assignments, or exams at their discretion with the proper notice. Proper notice is defined as an announcement in Brightspace or email to student email accounts at least 24 hours in advance of the change.

Course Description:

This course introduces the student to various interrelated disciplines in the business world. Broad-based topics contained within the course include business organization, management, marketing, economics, finance, accounting, and international business.

Prerequisites and/or Corequisites:

There are no prerequisites for this course.

Course Notes and Instructor Recommendations:

This course is designed to be a very practical course that will help students academically and professionally. This course provides students with basic information regarding numerous aspects of the world of business. Students may be very knowledgeable about some topics, while other topics may be completely new to them. As this course serves as an introduction to business, students will find that it helps them to determine their major or future professional goals.

This course may be the student's first exposure to the college environment and the world of business. As a professor, I strive to create an interactive and engaging classroom environment. In order to do so, student participation is a necessity. By participating in discussions and activities, students are able to glean more knowledge from the course and make the class much more enjoyable for everyone involved!

The Brightspace online learning environment and McGraw-Hill's Connect platform play an integral role throughout this course. All coursework will be submitted in McGraw-Hill Connect. The course syllabus, instructor information, and general gradebook will be provided in Brightspace. Individual activities are directly linked in Brightspace as well, so that the course follows a linear approach. Lecture notes are provided for each chapter.

Essential business skills will be reinforced throughout this semester. These are skills necessary to achieve success in the workplace and in life. Your instructors' course policies are designed to enforce such skills as timeliness, accountability, responsibility, effective communication, professionalism, and integrity. Each of these policies is defined within the course syllabus.

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Instructor Information:

Instructor Name: M. Boyce Wilson
MCC Email: mwilson@mclennan.edu
Office Phone Number: (254) 299-8699
Office Location: BT 214
Office/Teacher Conference Hours: M 10 AM – 11 AM
T, W, TH 9 AM – 11 AM
Other Instruction Information: Zoom meetings available – must be scheduled in advance

Correspondence Policy:

Email is the preferred method of communication. Emails are returned within 24 hours of receipt, except when received over the weekend or during holidays. Emails received during weekends or holidays will be returned on the first business day that the College is open. Students are to include the course and section number (see instructor note below) in the subject of their emails. Failure to include the course and section number will result in a delay in response.

*****INSTRUCTOR NOTE:*****

Brightspace offers the ability to send an “instant message” to me from within the course. Please do not use this feature if you need to contact us and receive a response fairly quickly. The instant message (IM) feature does not alert my cell phone or email, both of which I monitor closely. Additionally, even though I may appear to be online, I may be actively teaching other courses and unable to respond. Email is the preferred method of communication, followed by Zoom meeting, text message, and then telephone call.

When contacting me by email for this course, you must follow these rules:

1. Write using formal English only (as if to the president of the company where you work).
2. Always begin your subject line with BUSI 1301.W080 (the class’s email will be sorted into a specific file).
3. Use your MCC student email address – external email addresses are often caught by the spam filter and will likely not be seen.
4. Attach documents using Microsoft Office formats (doc, docx, xls, xlsx, ppt, and pptx) or in Rich Text Format, when possible (see note in the Required Software section). Avoid sharing documents with your professor through OneDrive, Google Drive, or Dropbox unless absolutely necessary. Work will not be accepted by email.

Failure to do any of the above may result in my not seeing or reading your email. I read my e-mail at least twice a day during the week; however, if you send an e-mail at 11 PM with a

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question you need answered before tomorrow, I likely will not read it before you need a response. I do not always read e-mails on the weekends. Do not expect instantaneous responses from me. Instructors are not 24/7 call centers, and many students need assistance; you must plan ahead. Remember, poor planning on your part does not constitute an emergency for anyone else.

I do not answer e-mails asking when something is due. You have a schedule both here in the syllabus and in Brightspace, which will tell you exactly when everything is due. As a college student, you are expected to be both responsible and accountable.

Required Text & Materials:

Title: Understanding Business: The Core (e-book)
Author: Nickels, W. G., McHugh, J. M., & McHugh, S. M.
Edition: Custom
Publisher: McGraw-Hill
ISBN: 9781264466689

*****INSTRUCTOR NOTE:*****

This course is an inclusive access course. This means that the cost of your digital textbook and access to the McGraw-Hill Connect platform has been included in your tuition. You will receive Orientation Video instructions on how to access your textbook and other materials in the Course Orientation & Week 1 content topics as well as your syllabus. Please follow these instructions closely to access your materials. Your course text utilizes McGraw-Hill Connect, which is an interactive tool linked to your Brightspace shell.

If you would like to rent or purchase a printed copy of the textbook for use in the class, you can do so within McGraw-Hill Connect by clicking the “Connect Access” link within Brightspace. The number of textbooks available for rent is limited, so act quickly if you desire to rent a copy!

PLEASE WATCH THIS VIDEO BEFORE REGISTERING FOR CONNECT!

Student Connect Registration Instructions:

<https://video.mhhe.com/watch/dgiVkJpwnz63U77eeq6MhqT>

McGraw-Hill Customer Experience (Technical Support):

Phone: 1-800-331-5094

Live chat/email: <https://mhedu.force.com/CXG/s/ContactUs>

Mon-Thu: 24 Hours, Fri: 12AM-9PM, Sat: 10AM-8PM, Sun: 12PM-12AM (All Times Eastern USA)

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*****INSTRUCTOR NOTE:*****

Should you encounter issues with McGraw-Hill's Connect platform, your first contact should be to McGraw-Hill's Customer Experience division. They are instrumental in resolving any issues that you face!

Required Software:

No specialized software is required for this course.

Required Hardware:

No special hardware is required for this course.

MCC Bookstore Website: <http://www.mclennan.edu/bookstore/>

Minimum Technical Skills:

Students should have a basic understanding of how to navigate webpages and utilize hyperlinks within website content.

Methods of Teaching and Learning:

1. This is an online course and will require a lot of self-discipline from students! You will be expected to read the required chapters and complete the required assignments on time. I am here to make sure you understand and are learning the objectives set in this course. Students are expected to be self-disciplined, use time management skills effectively, and to be accountable for their actions in this course.
2. This course utilizes e-book reading, online quizzes and assignments, and exams to evaluate achievement of the course objectives. You should also understand that this can be a tough course. Reading the book is not optional. You will likely need to read the e-book several times in order to gain an understanding of the material. This class requires that you think critically and in a far different way than you are likely used to. Be prepared to put in the necessary time and effort into this course!
3. Time is NOT your friend! For today's college student (and today's business professional), time is our most limited commodity. You must manage your time effectively to ensure that you complete all course requirements while maintaining your responsibilities at home, work, and in society. Learning to say "no" to things of lesser importance and managing your time well are practical skills that are beneficial in life and in your future profession!

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Course Objectives and/or Competencies:

Course objectives are listed on the first page of each chapter in the required text. We will cover all chapters of the text throughout the duration of the course. Additionally, the following course objectives will be met during the course:

- Explain and demonstrate the economic and social importance of business in our economic system;
- Identify the factors of production and the gain sought by each, as well as how each are inputs to the productive system;
- Outline and contrast the major features of capitalism, communism, and socialism;
- List and describe each of the functions in the management process;
- Explain and demonstrate the decision-making process;
- Apply the six basic steps in a typical production planning and control system;
- Evaluate the four parts of the marketing mix and explain the marketing concept;
- Compile a marketing research project;
- Analyze the life cycle of a product;
- Explain and apply break-even analysis;
- Complete the principal accounting equations;
- Explain the functions of money;
- Outline the functions of the Federal Reserve System and its impact on the national economy;
- Analyze and evaluate the activities of the public securities market; and,
- Evaluate and choose between ethical courses of action in business situations.

Course Attendance/Participation Guidelines:

If a student is not in attendance in accordance with the policies/guidelines of the class as outlined in the course syllabus as of the course census date, faculty are required to drop students from their class roster prior to certifying the respective class roster. A student's financial aid will be re-evaluated accordingly and the student will only receive funding for those courses attended as of the course census date.

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Definitions

The terminology we use is important.

Drops occur BEFORE the census date and do not count against the student's maximum withdrawal count of 6 classes, as defined by state law.

Withdrawals occur AFTER the census date and count in the student's maximum withdrawal count of 6 classes.

Online & Hyflex Course Attendance Policy (Business Division)

To be counted as attending BEFORE the census date, a student must complete and submit at least ONE assignment for each learning module prior to the Census date. Discussion boards, syllabus quizzes, the first set of homework, etc. are considered as meeting the criteria for an assignment. An email to the instructor does NOT count. Logging into Brightspace and accessing content does NOT count. Any student who fails to complete and submit at least one assignment each week prior to the census date will be dropped from the course.

Past the census date, students who fail to submit two consecutive modules of work without notification of an excused absence as per MCC policy prior to the 60% point of the term will be withdrawn from the course. If a student completes any part of a work module, they have "attended" and will not be withdrawn. If a student fails to submit two consecutive modules of work without notification of an excused absence (as defined below) as per MCC policy and the class is past the 60% point of the term, the instructor will NOT withdraw the student. The student will be assigned the grade earned at the end of the term.

Course Outline or Schedule:

In the event that a schedule change is necessary, students will be notified by course announcement in Brightspace and the information changed on the course calendar located in Brightspace. All assignments must be submitted by 11:59 PM on the specified due date.

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Week	Lecture/Assignment Details	Due Date
1	[READING] Syllabus [READING] Chapter 1: Exploring the Business Environment & Economics [ORIENTATION ACTIVITY] Connect Orientation Videos [ASSIGNMENT] Economics: Acing the Interview [QUIZ] Chapter 1 Quiz	1/18/2026 11:59 PM
2	[READING] Chapter 2: Doing Business in Global Markets [ASSIGNMENT] International Trade: Expanding Dr. Tasty Donuts [QUIZ] Chapter 2 Quiz	1/25/2026 11:59 PM
3	[READING] Chapter 3: Demanding Ethical & Socially Responsible Behavior [ASSIGNMENT] Corporate Responsibility [QUIZ] Chapter 3 Quiz [EXAM] Exam 1 (Chapters 1-3)	2/1/2026 11:59 PM
4	[READING] Chapter 4: How to Form a Business [ASSIGNMENT] Forms of Business Ownership [QUIZ] Chapter 4 Quiz	2/8/2026 11:59 PM
5	[READING] Chapter 5: Entrepreneurship & Starting a Small Business [ABA] Entrepreneurship: What's Your Bright Idea? [QUIZ] Chapter 5 Quiz [EXAM] Exam 2 (Chapters 4-5)	2/15/2026 11:59 PM
6	[READING] Chapter 6: Management & Leadership [ASSIGNMENT] Managers & Leaders [QUIZ] Chapter 6 Quiz	2/22/2026 11:59 PM
7	[READING] Chapter 7: Structuring Organizations for Today's Challenges [ABA] Organizational Structure: Assessing Authentic Brew [QUIZ] Chapter 7 Quiz	3/1/2026 11:59 PM
8	[READING] Chapter 8: Production & Operations Management [ABA] Operational Decisions: Bump Up Your Bumper [QUIZ] Chapter 8 Quiz [EXAM] Exam 3 (Chapters 6-8)	3/8/2026 11:59 PM
SPRING BREAK 3/9-15/2026		

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9	[READING] Chapter 9: Motivating Employees [ASSIGNMENT] Maslow's Hierarchy [QUIZ] Chapter 9 Quiz	3/22/2026 11:59 PM
10	[READING] Chapter 10: Human Resource Management: Finding & Keeping the Best Employees [ASSIGNMENT] Job Analysis [QUIZ] Chapter 10 Quiz [EXAM] Exam 4 (Chapters 9-10)	3/29/2026 11:59 PM
11	[READING] Chapter 11: Marketing: Helping Buyers Buy [ABA] 4 Ps of Marketing: Frondescence Food Truck [QUIZ] Chapter 11 Quiz	4/5/2026 11:59 PM
12	[READING] Chapter 13: Using Technology to Manage Information [ASSIGNMENT] Four Characteristics of Useful Management Information [QUIZ] Chapter 13 Quiz	4/12/2026 11:59 PM
13	[READING] Chapter 14: Understanding Accounting & Financial Information [ABA] Accounting & Financial Ratios: Expanding the Vintage Lily [QUIZ] Chapter 14 Quiz [EXAM] Exam 5 (Chapters 11, 13-14)	4/19/2026 11:59 PM
14	[READING] Chapter 15: Financial Management [ABA] Finance & Banking: ButterStone Campground [QUIZ] Chapter 15 Quiz	4/26/2026 11:59 PM
15	[READING] Bonus Chapter C: Managing Personal Finances & Investing [QUIZ] Bonus Chapter C Quiz [ASSIGNMENT] Managing Personal Finances [EXAM] Exam 6 (Chapters 15, Bonus Chapter C)	5/3/2026 11:59 PM
16	[EXAM] Comprehensive Final Exam	5/5/2026 11:59 PM

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Course Grading Information:

Orientation Activities	x	5%	=	_____
Chapter Assignments/ABAs	x	25%	=	_____
Chapter Quizzes	x	35%	=	_____
Exams	x	25%	=	_____
Comprehensive Final Exam	x	<u>10%</u>	=	_____
Total		<u>100%</u>	=	_____

90-100%	A
80-89.999%	B
70-79.999%	C
60-69.999%	D
0-59.999%	F

Orientation Activities—5%

This course is designed in a manner that maximizes the use of our time together. To accomplish this, all course assignments, quizzes, and exams will be completed in McGraw-Hill's Connect platform. To ensure that you are familiar with the Connect platform, there are two assignments that require you to view videos (for the entirety of the video) and answer some basic questions on the navigation of Connect, the completion of assignments in Connect, and the submission of quizzes and exams in Connect.

Assignments—25%

For each chapter covered, students will be required to complete one chapter assignment. Chapter Assignments challenge students to demonstrate their knowledge of key concepts and terms by applying them to a variety of business scenarios. Application-Based Activities, noted in the course as 'ABA', are highly interactive exercises that immerse students in a business environment, allow them to analyze the situation, and apply their knowledge in the scenario. Due to the extent of critical thinking required, ABA activities are challenging; therefore, students have an unlimited number of attempts to score a 100 on ABA activities. For chapters lacking an ABA assignment, you'll find a quiz-like chapter assignment often driven by the insight you provide based on a short video. These assignments are not timed, but you only have two attempts to earn a 100% on them. Quiz-like assignments utilize both rote memorization and practical application questions. *ABA activities cannot be submitted late nor can the deadline be extended once the due date has passed.* The lowest 3 Chapter Assignment grades will be dropped from the gradebook.

Chapter Quizzes—35%

For every chapter covered, students are required to complete a short quiz over the material. Each quiz is comprised of 10 multiple-choice questions. Students will be given 2 attempts to take each quiz and the highest score will be recorded in the gradebook. Each quiz will have a 15 minute time

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limit. Stopping and starting is not allowed—if the quiz is interrupted for whatever reason, it will count as an attempt. If you have accommodations that affect test timing, those accommodations are made in Connect and your time limit will be automatically adjusted. Both rote memorization and practical application questions are utilized in chapter quizzes. You will be allowed to use the “Check My Work” feature once per question without penalty. You will also have access to your textbook for the quizzes. The lowest 2 chapter quiz grades will be dropped from the gradebook.

Exams—25%

There are 6 major exams given during the semester. You will be able to take each of these exams only one time. You will have 35 minutes to complete your exams and once you start them, you must complete them in 1 sitting. Do NOT stop the exams and attempt to resume them at a later date or time. Just like the chapter quizzes, accommodations are made automatically for those with accommodations on file at MCC. Rote memorization and practical application questions are utilized on exams. You may use the “Check My Work” feature once per question with no penalty. The textbook will NOT be available to you during the exams. The lowest exam grade will be dropped from the gradebook.

Comprehensive Final Exam—10%

The final exam is comprehensive and is required to be taken by all students. It will be given during final exams week as scheduled, thus you will need to take it during our assigned date and time. You will only have 1 attempt. Additionally, you will have 120 minutes to complete your Final Exam and once you start it, you must complete it in 1 sitting. Do NOT stop the exam and attempt to resume it at a later date or time. This exam CANNOT be submitted late. As with quizzes and exams, timing will be adjusted automatically for those with accommodations and both rote memorization and practical application questions will be utilized. You may use the “Check My Work” feature once per question with no penalty. The textbook will NOT be available to you during the exam.

Late Work, Attendance, and Make Up Work Policies:

Assignment due dates can be found on your schedule, within this syllabus, and associated with each assignment and exam on Brightspace. **All work is due on or before the assigned date and time (Sundays of the week in which the material was covered)! Late work will be penalized 15% for each day an assignment is late without substantial written documentation of a significant issue (i.e. doctor’s note, note from an attorney).** If there is something that you believe may hinder the completion of the final exams on time, it is your responsibility to contact the instructor to inform them **well in advance** of the due date. Also, you do not want to procrastinate in this course. The assignments and course activities will require that you spend an appropriate amount of time on them. If you wait until Sunday to complete your coursework, you will find that you do not have enough time and will miss the opportunity to submit some of your coursework.

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INSTRUCTOR NOTE

I understand that people get sick. I understand that family events occur, work requires attendance, and many other things can temporarily disrupt a student's academic experience. However, less than 20% of students receiving extensions on their work actually complete the work within the extended timeframe.

All coursework is available from the first day of the module. While an absence in class may be excused in accordance with the policy provided in this syllabus, you have ample time to complete course activities prior to the due date. As such, there are very few justified reasons why coursework will be allowed to be submitted following the due date. The attendance policy requires only that coursework missed during a scheduled class meeting be allowed to be submitted in the event of an excused absence. **As all coursework is approached as homework that is submitted in Brightspace, no late work will be accepted without the occurrence of a significant issue lasting more than 5 days and is reflected in written documentation from a physician, the Title IX office at MCC, or other appropriate source.**

During the semester, students think they have plenty of time to work on their assignments, and you do, but do not procrastinate. This is not a self-paced course where everything is due at the end of the semester. Some of the work in each week may require significant time to complete. Plan ahead for this!

A grade of Incomplete (I) will only be issued for students who need to take only the comprehensive final exam and have an extenuating circumstance that resulted in an excused absence (documentation must be provided) for the day of the final exam.

Student Behavioral Expectations or Conduct Policy:

This is a business course in which you are learning the skills necessary to succeed as a professional in today's workforce. As such, you are expected to behave as a professional in all aspects of the course. Use this opportunity to emulate the behaviors expected of a professional. Yes, you are a college student, but you aspire to be something more – something greater...so start 'walking the talk' today!

Timeliness:

In business, you are expected to manage your time appropriately. It is highly unlikely that you will work for someone that allows you to arrive late, not show up, or complete your tasks late. In this course, time management will be emphasized. The late work policy above is designed to ensure that you adhere to course timelines. I understand that "life happens," but it will continue

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to happen, even when you are at work. It is your responsibility to ensure that you plan accordingly and manage your time in a manner that allows you to complete all coursework within the defined timeframes. If you procrastinate, you will find that when “life happens,” you will be caught off-guard and may not be able to submit work on time.

Responsibility:

Whether you are a high school student, 100 years old, or anywhere in between, you will be expected to be responsible for your participation, work, and college experience. Essentially, you must assume responsibility for your education. If there is assigned work, it is your responsibility to complete it on time while meeting or surpassing the quality of work expected of a college student. If you don't understand something or need additional assistance, it is your responsibility to seek help from one of the many resources MCC offers to its students. You are responsible for reading all course materials, assignment instructions, and information provided by the me or within your textbooks/course resources. Failure to follow instructions will result in a loss of points on your assignments and course activities.

Accountability:

Just as in the professional world, you will be held accountable for your actions or inactions in this course. You will be rewarded for your efforts provided those efforts meet or exceed the requirements of the course. You will be penalized for incomplete work, work not submitted, work that does not adhere to the instructions provided, and any lack of participation in the course. Plan accordingly and pay attention to detail and you will surely find success!

Effective Communication:

You will be expected to communicate with me just as you would communicate with senior management at a company. You should be respectful of the instructor and your fellow classmates at all times. You are expected to maintain a professional tone in your communication with all the people associated with this class or college. Do not expect an immediate response to emails or telephone calls, especially if you attempt to contact me or one of your peers late in the evening or the middle of the night. Late night telephone calls or text messages are not acceptable. Lastly, be respectful of others' time. Be concise in your communications so that both your time and others' is maximized.

When communicating with your instructors or classmates, be sure to include the course and section number in your email's subject line. With the amount of emails that each person in the class receives, including the course number lets the recipient know that they need to read the email and to which class the email pertains.

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Professionalism:

You are expected to be professional at all times throughout this semester. Professionalism is defined as the conduct, behavior, and attitude of a person within a work or business environment. Professionalism directly relates to the policies described above. How we choose to communicate with one another, whether we submit work on time, and the quality of the work we produce, all relate to professionalism. Additionally, the attitude you choose to take also relates to being professional. I understand that this may not be your favorite course. I understand that there are assignments that you may not like. That is okay; however, you will still be expected to approach this course and its activities with a positive attitude. Lastly, being professional means appearing professional. It has been said many times that you should dress for the job that you want. Do not come to class or an appointment with me (including a Zoom teleconference) wearing pajamas or anything that would be deemed inappropriate in the business world.

Integrity:

Integrity is defined by Merriam-Webster as “a firm adherence to a code of especially moral value.” A person with integrity is incorruptible. Each of us comes from a different background – our stories differ – but we each share one common trait: we are each born with integrity. Our integrity cannot be taken away by anyone or anything unless we choose to sacrifice it. In this course, you are expected to be honest. Own your mistakes, seek ways to improve, and you will find success. Cheating will not be tolerated, nor will plagiarism.

[Click Here for the MCC Attendance/Absences Policy](https://www.mclennan.edu/highlander-guide/policies.html)

(<https://www.mclennan.edu/highlander-guide/policies.html>)

Click on the link above for the college policies on attendance and absences. Your instructor may have additional guidelines specific to this course.

Extenuating Circumstances and Title IX

*****INSTRUCTOR NOTE:*****

You need to be concerned about your scholarship, grants, and graduation all during the semester, NOT after you earn an F or a W. Do not participate when the mood strikes you; you are expected to participate throughout the entire semester. Please contact me if you have extenuating circumstances. If your extenuating circumstances involve pregnancy or parenting, please contact MCC’s Title IX office at titleix@mclennan.edu. Exclusions to the policies defined in this course syllabus may apply in instances involving Title IX protections. Such situations must be addressed by the Title IX office before accommodations in the course can be made.

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Please understand that I care for each of my students, especially when it comes to their safety and well-being. If, during the course of our discussions, an issue arises that I believe warrants a referral for Title IX or to our success coaches, I will not hesitate to make the referral. I will do my best to notify you in advance of the referral and will stand by your side as part of your circle of care for as long as you and the college will allow. Should these circumstances arise, please understand that the referral is not disciplinary, but rather an opportunity to intervene early and identify all resources that can help you find academic and personal success.