INTRODUCTION TO THE BUSINESS ENVIRONMENT  
BUSI 1310  
SYLLABUS  
Fall 2015  

TEXAS A&M UNIVERSITY-CORPUS CHRISTI  
COLLEGE OF BUSINESS

Instructor: Dr. Benjamin L. Blanco  
Class: MW 2:00-3:15PM OCNR 259  
Office Hours: By appointment  
Office Location: OCNR 376  
Phone: (361) 825-2490  
E-mail: ben.blanco@tamucc.edu  

Required Materials:  
Text – *Essentials of Contemporary Business*,  
Harcourt College Publisher, 2014.  
ISBN: 978-1-118-33649-6  

Course Description: An overview of the nature of business and its environment. Emphasizes the dynamic role of business in everyday life and its importance to society.

Relationship to Other Course work: This is a basic introductory course.

Instructional Methodology: Lecture, class discussion, audio-visual, student presentations, possible outside speakers.

Quizzes - There may be unannounced, short quizzes.

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<th>Grading</th>
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<tr>
<td>Quizzes</td>
<td>300</td>
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<tr>
<td>Online Quizzes</td>
<td>100</td>
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<tr>
<td>Homework/Articles</td>
<td>75</td>
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<td>Final Project</td>
<td>75</td>
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<td>Individual Presentation</td>
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<td>Group Presentation</td>
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<td>Written Assignment</td>
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<td>Junior Achievement</td>
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<td>Final Exam (Comprehensive)</td>
<td>100</td>
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<tr>
<td>Attendance</td>
<td>50</td>
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<td>(5/10/15/20)</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>700</strong></td>
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Grading Scale:  
90- 100% = A  
80- 89% = B  
70- 79% = C  
60- 69% = D  
0- 59% = F
Tentative Schedule

Chapter 1 – The Changing Face of Business

Chapter 2 – Business Ethics and Social Responsibility

Chapter 6 – Starting Your Own Business: The Entrepreneurship Alternative

Chapter 8 – Human Resource Management: From Recruit to Labor Relations

Chapter 16 – The Financial System

Chapter 11 – Customer-Driven Marketing

Chapter 7 – Management, Leadership, and the Internal Organization

Chapter 9 – Top Performance through Empowerment, Teamwork, and Communication

Chapter 13 – Promotion and Pricing Strategies

Chapter 4 – Competing in World Markets

Chapter 5 – Forms of Business Ownership and Organisation

Chapter 12 – Product and Distribution Strategies

Chapter 3 – Economic Challenges Facing Contemporary Business

Chapter 15 – Understanding Accounting and Financial Statements

FINAL EXAM: TBA
**Make-Up Policy:** Make-up exam will be allowed only if the instructor is notified of the excused absence before the exam. Regardless of the excuse, any make-up exam must be taken NO LATER than 1 week after the student returns. Make-up exams and quizzes can ONLY be given when a student presents a verifiable, documented excuse for an absence. Any other reason, including work schedules, will not be accepted. I reserve the right to not let any student make up any exam, quiz, or class work. If an exam is not made-up, then the student will receive a grade of zero for that test or assignment.

**Cellphone Policy:** Instant messaging, text messaging, and telephone, during class is strictly prohibited. Each student has a responsibility to other students. When cell phones ring or students leave class to respond, it disrupts the class. Therefore, the professor prohibits the use by students of cell phones during scheduled classes. All such devices must be turned off, kept out of view, and not be taken out during class. Exceptions to this policy may be granted at the discretion of the instructor. Where emergency or employment situations require access to electronic communication services, arrangements may be made in advance with the instructor. In the event the student is caught using an electronic devise of any nature during class the student will be asked to leave the classroom and will receive a zero for that portion of the coursework. Use of electronic communication devices during examinations or other graded activities may constitute grounds for disciplinary action. Consequences for failing to comply may result in one or more of the following: verbal warning, written warning, a request to leave the class, and/or deduction in points for grades.

**Laptop Policy:** "Appropriate Classroom Laptop and PDA Use...Although having a laptop in class opens up new learning possibilities for students, sometimes students utilize it in ways that are inappropriate. Please refrain from instant messaging, e-mailing, surfing the Internet, playing games, writing papers, doing homework, etc. during class time. Acceptable uses include taking notes, following along with the instructor on PowerPoint, with demonstrations, and other whole class activities, as well as working on assigned in-class activities, projects, and discussions that require laptop use. All other uses are prohibited. It is easy for your laptop to become a distraction to you and to those around you. Inappropriate uses will be noted and may affect your final grade." If you are caught surfing the Internet without permission (or playing games) you will not be allowed to bring the laptop to class for the remainder of the course. As a courtesy to your instructor and your classmates, only use your laptop computer for classroom related activities during class.

**Technology Applications:** Knowledge of word processing and PowerPoint is necessary to complete article reviews and the business project. Additionally, the student must be familiar with the electronic databases available in the Library as well as gaining familiarity with accessing the INTERNET to search the World Wide Web for relevant business data. E-mail communication is encouraged for routine communications; however it is discouraged for more personal, non-routine communications where face-to-face contact is more appropriate.

**Ethical Perspectives:** Ethical issues will be discussed throughout the course.

**Global Perspectives:** Foreign and domestic cultural norms and values will be discussed as well as other global issues as they arise.
**Demographic Diversity Perspectives:** Diversity issues will be discussed throughout the course as they arise.

**Political, Social, Legal, Regulatory, and Environmental Perspectives:** Social influences are discussed in the context of business behavior. Legal, regulatory, and environmental issues are discussed in the context of constraints and opportunities resulting from environmental change.

**Attendance Policy:** Attendance is expected. Unexcused absences will adversely affect your grade. For expected or planned absences it is the student’s responsibility to notify the instructor via e-mail within 2 business days immediately preceding the absence. In the event of an unexpected absence it is the student’s responsibility to notify the instructor as soon as possible after the absence. Students with documented, excused absences will be allowed to make-up points missed in class, with alternative assignments. Habitual tardiness will also adversely affect your final grade. Missing more than 15% of the scheduled days of class may jeopardize your ability to complete this course.

**Attendance Policy for Athletes:** There are no special allowances for athletes. See Attendance Policy above. Notification by your coach or other representative of the athletic department is not a substitute for your personal notification. Excused absences are granted for game and travel times only; practice sessions are not considered excused absences.

**Academic Honesty:** Students are expected to conduct themselves in accordance with the highest standards of academic honesty. Academic misconduct for which a student is subject to penalty includes all forms of cheating, such as illicit possession of examinations or examination materials, forgery, or plagiarism. (Plagiarism is the presentation of the work of another as one's own work.) Any academic dishonesty will result in an automatic grade of “0.”

**Dropping a Class:** I hope that you never find it necessary to drop this or any other class. However, events can sometimes occur that make dropping a course necessary or wise. Please consult with me before you decide to drop to be sure it is the best thing to do. Should dropping the course be the best course of action, you must initiate the process to drop the course by going to the Student Services Center and filling out a course drop form. Just stopping attendance and participation WILL NOT automatically result in your being dropped from the class. **April 10, 2015** is the last day to drop a class with an automatic grade of “W” this term.

**Grade Appeals:** As stated in University Rule 13.02.99.C2, Student Grade Appeals, a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see University Rule
Disabilities Accommodations: The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please call or visit Disability Services at (361) 825-5816 in Corpus Christi Hall (CCH) 116.

If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disability Services office for assistance at (361) 825-5816.