

COB 1301 02E  
Introduction to Business  
Spring 2024

Instructor: Brian Toney  
Lectures: Tuesday/Thursday at 9:30 am in BA 244  
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Office: BA 210  
Communication Response Time: Before the end of the business day  
Preferred Form of Communication: Email  
Office hours: MWF 1:00pm-2:00pm  
or by appointment  
Important Dates: <https://calendar.tamuc.edu/academic>

Text: Introduction to Business by Gitman L. J. McDaniel C. Shah A. J. Reece M. Koffel L. Talsma B. & Hyatt J. C. (2018). OpenStax, Rice University.  
<https://openstax.org/details/books/introduction-business>  
**(Available on D2L)**

Welcome to Business College at Texas A&M University-Commerce! We are glad to have you in our business degree program, and all of the faculty and staff sincerely want you to succeed in both your education and your career!

The goal of this class is to provide you with knowledge and tools to be successful in your personal and academic life and be successful in your chosen career. You will learn the types and examples of career opportunities for business, various aspects of business functions, decision-making processes at work and in your daily lives. You will be familiar with economic systems, forms of business ownership, and considerations for running a business. We want to provide you with coping strategies for common challenges facing today's students as well as help you develop crucial skills for success as a businessperson including but not limited to reading and writing in business terminology, note taking, and problem solving, critical thinking, and recognizing opportunities.

## Course Details

The format for this class is in-person. We will hold course meetings in our assigned classroom (BA 243) at 9:30 Tuesday, and Thursday every week. Class will begin promptly at this time. Arriving late disrupts the class and distracts your fellow students. Please make every effort to arrive on time. During class we will participate in interactive lectures, class discussions, group discussions, and tests. These course meetings will not be recorded. Remote attendance will not be offered. If you miss a class, please contact another student to identify what you missed.

Additional course materials will be uploaded to D2L under the *content* tab. The course schedule (below) is organized by week, with assignments being due an hour before class time on the day indicated unless otherwise noted. Test will be taken in class. Assignments should be turned in either on D2L or in-person as assigned. Late work will be accepted with a one letter grade penalty per day.

We will try to develop a lively and engaging classroom community. This course will be centered on discussion of the topics and assigned work, using individual, small group and large group discussions. Students will read, discuss, listen, analyze, and develop an understanding of the assigned work. We will, at times, use smartphones to look up information. However, at all other times cellular phones (and other electronic devices) should be silenced and put away. Students are asked to put away their phones upon entering the classroom. Students who would like to spend the time between classes on their phones should do so in the hallway or lounges. Upon entering the classroom, students should be prepared to engage socially and intellectually with their fellow students and professor in an in-person format. Students violating this policy should expect a penalty on their participation grade.

Throughout the course, discussions and assignments will be geared to reinforcing the basic premises of university education and to emphasizing students' development of skills central to their college career and beyond—exposing students to new ideas, different perspectives, and the diversity of the human experience; developing relationships between and among students, mentors, and faculty; reinforcing persistence and resiliency; encouraging reflection and sense of purpose; and honing reading, writing, and communication skills.

## Course Objectives

1. Explain integrity, ethics, social responsibility, and diversity as they relate to business, leadership, and management.
2. Identify major business functions of accounting, finance, marketing, and management.
3. Explore domestic and international considerations for today's business environment.
4. Understand the role of legal issues, economics, and information technology in business.

## Student Learning Outcomes (THECB Core Objectives)

1. *Critical Thinking Skills*: to include creative thinking, innovation, inquiry, and analysis, evaluation, and synthesis of information. Objectives 1, 2, 3, 4 through.
2. *Communication*: to include effective development, interpretation, and expression of ideas through written, oral and visual communication Students will communicate ideas effectively through writing and, where appropriate, through oral communication. Objectives 1, 2 through.
3. *Empirical and Quantitative Skills*: to include the manipulation and analysis of numerical data or observable facts resulting in informed conclusions. Objectives 2, 4 through.
4. *Teamwork*: to include the ability to consider different points of view and to work effectively with others to support a shared purpose or goal Students will demonstrate an appreciation for social and cultural diversity while engaging in group project. Objectives 1, 2, 3 through.
5. *Personal Responsibility*: to include the ability to connect choices, actions, and consequences to ethical decision-making. Objectives 1, 2, 3 through.
6. *Social Responsibility*: to include intercultural competence, knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global communities. Objectives 1, 2, 3 through.

## Grading

You will be graded by your ability to create a plan for the next 4 years of your university studies. You will complete 1 personality test, 3 essays, a final essay, and a group project. While not mandatory, attendance is highly encouraged. By attending class, you will learn about all the majors offered in the College of Business, the services offered on campus, and will have the opportunity to work with your groupmates on your group project.

Personality Test (5%): Part of creating your plan is learning about yourself. Everyone has their strengths and weaknesses, so it is important to be mindful of that when choosing a career. You will complete a simple MBTI test for 5% of your grade in the class. **REMEMBER THAT THERE ARE NO RIGHT OR WRONG ANSWERS ON THIS PERSONALITY TEST.** Be truthful on the test, as it will help you figure out your strengths and weaknesses.

Essays (70%): In essays 1-3, you will articulate your plans over these next 4 years and beyond. In essay 1, you will identify what you wish to do after graduating. In essay 2, you will identify how a degree from the College of Business will help you reach the goal laid out in essay 1. In essay 3, you will research the job prospects of two of your favorite majors in the College of Business. In the final essay, you will articulate what you want to do after graduation and a detailed plan for how you will achieve that goal.

Group Project (25%): In this class, it is paramount that you learn to work in a team setting. As a result, you will work as a team to develop a plan for a 30-day run of the Lemonade Stand Game. You will need to develop recipe and pricing strategies, as well as discuss demand forecasting. Moreover, you will need to keep track of the cash flow and profits of the lemonade stand throughout the 30 days. You will present this work in front of the class. The group with the highest profits at the end of a 30-day run will receive 3% extra on the final grade of the course.

Component of Course	Percentage of Grade
Personality Test	5%
Essay 1	10%
Essay 2	10%
Essay 3	10%
Final Essay	40%
Group Project	25%
<b>TOTAL</b>	<b>100%</b>

The letter grades in this course will be based on the following grading scale:

Letter Grade	Percentage Grade
A	90%-100%
B	80%-89%
C	70%-79%
D	60%-69%
F	59% or less

The instructor reserves the right to curve grades at the end of the semester, depending on the class's overall performance on the curriculum. The instructor would only implement a curve improving the final letter grade of students.

### COURSE OUTLINE / CALENDAR

Week	Dates	Due (11:59pm)	Topics
1	08/26-08/30	<b>MBTI Personality Test (8/28)</b>  <b>Academic Honesty (9/1)</b>	Syllabus; Introduction to College and Business. Personality Test
2	09/02-09/06		Utilizing the Available Resources. Developing good and bad habits. Tutoring Center.
3	09/09-09/13	<b>Essay 1 (09/15)</b>	Ethics in Business. Developing Ethical Code of Conduct for the classroom
4	09/16-09/20		Effective Communication in the Business Context; Networking and job search. Career Services.
5	09/23-09/27		Why Capitalism? Writing Center.
6	09/30-10/04		Forms of Business Ownership. Advising Center.

7	10/07-10/11		Functions of Business – Sales & Marketing
8	10/14-10/18	Essay 2 (10/20)	Functions of Business - IT/Business Analytics
9	10/21-10/25		Functions of Business – Finance & Accounting
10	10/28-11/01	Essay 3 (11/03)	Functions of Management
11	11/04-11/08		Functions of Business - Economic
12	11/11-11/15		Industries & Global Market
13	11/18-11/22	Group Project Writing Due (11/24)	Careers in Business
14	11/25-11/29	No Class 11/26 & 11/28 [Thanksgiving]	
15	12/02-12/06		Group Project Presentations
16	12/09-12/13	Final Essay (12/11)	

## TECHNOLOGY REQUIREMENTS

### LMS

All course sections offered by Texas A&M University-Commerce have a corresponding course shell in the myLeo Online Learning Management System (LMS). Below are technical requirements

LMS Requirements:

<https://community.brightspace.com/s/article/Brightspace-Platform-Requirements>

LMS Browser Support:

<https://documentation.brightspace.com/EN/brightspace/requirements/all/browsersupport.htm>

YouSeeU Virtual Classroom Requirements:

<https://support.youseeu.com/hc/en-us/articles/115007031107-Basic-System-Requirements>

#### ACCESS AND NAVIGATION

You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or [helpdesk@tamuc.edu](mailto:helpdesk@tamuc.edu).

Note: Personal computer and internet connection problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, Starbucks, a TAMUC campus open computer lab, etc.

#### COMMUNICATION AND SUPPORT

If you have any questions or are having difficulties with the course material, please contact your Instructor.

##### Technical Support

If you are having technical difficulty with any part of Brightspace, please contact Brightspace Technical Support at 1-877-325-7778. Other support options can be found here: <https://community.brightspace.com/support/s/contactsupport>

##### Interaction with Instructor Statement

[To be determined by the faculty member teaching the course]

## COURSE AND UNIVERSITY PROCEDURES/POLICIES

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. The schedule will be adjust based on what actually happens in class. I may also change the basis for the course grade (eliminate/add assignments etc.). Any changes made to the syllabus will be announced in class. Remaining in the course after reading this syllabus will signal that you accept the syllabus as written AND the possibility of changes and responsibility for being aware of them.

### University Specific Procedures

#### Student Conduct

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. The Code of Student Conduct is described in detail in the Student Guidebook.

<http://www.tamuc.edu/Admissions/oneStopShop/undergraduateAdmissions/studentGuidebook.aspx>

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum:

<https://www.britannica.com/topic/netiquette>

#### TAMUC Attendance

For more information about the attendance policy please visit the Attendance webpage and Procedure 13.99.99.R0.01.

<http://www.tamuc.edu/admissions/registrar/generalInformation/attendance.aspx>

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<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/academic/13.99.99.R0.01.pdf>



## Academic Integrity

Students at Texas A&M University-Commerce are expected to maintain high standards of integrity and honesty in all of their scholastic work. For more details and the definition of academic dishonesty see the following procedures:[Undergraduate Academic Dishonesty 13.99.99.R0.03](#)

### [Undergraduate Student Academic Dishonesty Form](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/documents/13.99.99.R0.03UndergraduateStudentAcademicDishonestyForm.pdf>

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/undergraduates/13.99.99.R0.03UndergraduateAcademicDishonesty.pdf>

## AI use in course

Texas A&M University-Commerce acknowledges that there are legitimate uses of Artificial Intelligence, ChatBots, or other software that has the capacity to generate text, or suggest replacements for text beyond individual words, as determined by the instructor of the course. Any use of such software must be documented. Any undocumented use of such software constitutes an instance of academic dishonesty (plagiarism). Individual instructors may disallow entirely the use of such software for individual assignments or for the entire course. Students should be aware of such requirements and follow their instructor's guidelines. If no instructions are provided the student should assume that the use of such software is disallowed. In any case, students are fully responsible for the content of any assignment they submit, regardless of whether they used an AI, in any way. This specifically includes cases in which the AI plagiarized another text or misrepresented sources.

## Students with Disabilities-- ADA Statement

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 have a disability requiring an accommodation, please contact:

### Office of Student Disability Resources and Services

Texas A&M University-Commerce

Velma K. Waters Library Rm 162

Phone (903) 886-5150 or (903) 886-5835

Email: [studentdisabilityservices@tamuc.edu](mailto:studentdisabilityservices@tamuc.edu)

Website: [Office of Student Disability Resources and Services](http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/)

<http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/>

### Nondiscrimination Notice

Texas A&M University-Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

### Campus Concealed Carry Statement

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&M-Commerce Rule

34.06.02.R1, license holders may not carry a concealed handgun in restricted locations.

For a list of locations, please refer to the [Carrying Concealed Handguns On Campus](#)

document and/or consult your event organizer.

Web url:

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all A&M-Commerce campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

A&M-Commerce Supports Students' Mental Health

The Counseling Center at A&M-Commerce, located in the Halladay Building, Room 203, offers counseling services, educational programming, and connection to community resources for students. Students have 24/7 access to the Counseling Center's crisis assessment services by calling 903-886-5145. For more information regarding Counseling Center events and confidential services, please visit [www.tamuc.edu/counsel](http://www.tamuc.edu/counsel)