

**East Texas A&M University**  
**College of Business**  
**Department of Accounting, Finance, Economics, and Business Law**  
**Syllabus**  
**College of Business 1301 – Introduction to Business**  
**Spring 2026**

Instructor: Matt Cremeans (pronounced Kra-means), CPA  
Office: BA 314-F  
Email: Matt.Cremeans@etamu.edu (preferred contact method)  
Office hours: Monday – Friday, 11:15-12:15

These are *general* times, certain campus events may occasionally supersede these. They are also not the only times I can meet, contact me if you would like to set up a meeting outside of these times. I do my best to answer emails within 24 hours (Weekdays). **THESE HOURS ARE SUBJECT TO CHANGE IF MY COURSES CHANGE. PLEASE CHECK D2L FOR THE MOST UP TO DATE INFORMATION.**

Course Meeting Days: Tuesdays & Thursdays – 9:30a-10:45a  
Course Location: Business Administration (BA) building, room 109

**Course Description:**

This course provides an understanding of business strategies and how they impact the global economy and wellness of populations. It encompasses various aspects of business, management, and leadership functions, including organizational considerations and decision-making processes relating to people at work. It provides students a survey of economic systems, forms of business ownership, and considerations for running a business. Included are discussions of business challenges, ethics, personal responsibility, and other considerations. Emphasized is the dynamic role of business in everyday life.

**Course Materials:**

**Required Text**

**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)

**College of Business Student Learning Outcomes:**

1. Students will demonstrate proficiency in spoken communications by delivering clear and well-structured business presentations.
2. Students will demonstrate proficiency in written communications by creating clear and well-structured business documents.
3. Students will identify and evaluate ethical business issues.
4. Students will identify and evaluate global business challenges.
5. Students will be analytical problem solvers in business environments.

**Course Embedded Assessment Objectives:**

Your achievement level for each objective will be measured by your success in completing the essays, attending classes, and presenting information

1. *Critical Thinking Skills:* to include creative thinking, innovation, inquiry, and analysis, evaluation, and synthesis of information. (CoB 1-5)
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. (CoB 1 & 2)
3. *Empirical and Quantitative Skills:* to include the manipulation and analysis of numerical data or observable facts resulting in informed conclusions. (CoB 4 & 5)

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 other stakeholders while engaging in group project. (CoB 1,2, 4, & 5)
5. *Personal Responsibility*: to include the ability to connect choices, actions, and consequences to ethical decision-making. (CoB 3-5)

### **Student Responsibilities:**

1. **Read** assigned material on schedule (prior to covering the chapter in class) and **attend and participate in class. IT IS 25% OF YOUR GRADE. ASSUMING YOU HAD A 100% ON EVERYTHING THAT MEANS YOU WOULD ONLY MAKE A 'C' IF YOU SKIP CLASS.**
2. Complete all essays on time. Be sure to ask questions if you have any on them. (They're intended to be very simple)
3. Prepare for discussions in class. This is an introduction course, I will ask questions to figure out your understanding of concepts and help connect that with the reality of work environments.
4. Complete the group project. Business is collaborative by default, if you cannot work with others it is extraordinarily hard to participate in a business, even with AI. Especially as the novelty of AI gives way to fatigue in vendors, clients, and co-workers.
5. Cell phones must be on silent during the class and can only be used to access course materials. No cell phones can be seen or heard during exams.
6. No ear buds can be worn during class.
7. Be considerate of other students during the class time. Students disrupting the class will be asked to leave and given no points for attendance that day. Continued disruption will lead to penalties for your grade.
8. Include the course section in all email correspondence, preferably in the subject. Poorly written emails (no salutation, incomplete sentences, etc...) will not receive a response.

### **Teaching Procedures:**

This class will be conducted face to face and will incorporate several teaching styles: traditional instruction, interactive activities, and case discussions. Be prepared to discuss and ask questions about the material assigned for each class period. Reading the material and coming to class is required because of the complexity of the material in this course. Repetition is how this material is learned. You are encouraged to participate in class and communicate with the other students in the course. The nature of this course allows for interaction among students, and everyone has something valuable to contribute. You are more than welcome to work together on assignments, but your answers must be your own. Answers that appear to be plagiarized will not be considered. Disruptive or rude behavior will not be tolerated.

**Missed essays cannot be made up!** All essays must be turned in by the scheduled days. Special arrangements can be made **ahead of time** for extenuating circumstances. All students, including athletes, who will miss an exam must notify the instructor **PRIOR** to the exam being given to reschedule your exam. I do drop the lowest homework and quiz grades at the end of the semester.

### **Course Evaluation:**

Your final grade will be based upon the following items:

#### ***Possible Points:***

Personal Essays (3)	30% (10% each)
Final Essay	25%
Group Project	20%
Attendance & Participation	25%

**There are no exams in this course. As the essays and project are the only graded components, any visible use of AI for a final product will result in a '0' in that assignment. Multiple '0's for AI will result in a grievance filed on your record for academic dishonesty.** AI can be used in planning, brainstorming, and organization of your papers but if it's doing your final writing that will be a '0'. If I tell my staff accountants no AI on a sensitive project and they do, they're fired and we contest any unemployment since they were fired with cause. These papers are meant to be both specific to you, not to the data network amalgam that generative chatbots are trained on.

**Grade Determination:**

89.5%– or above A  
79.5% – 89.4% = B  
69.5% – 79.4% = C  
59.5% – 69.4% = D  
59.4% or below = F

I reserve the right, at my sole discretion, to elevate your grade where I deem it necessary or issue extra credit. This will always be on a class or assignment level. In no case will your grade ever be lowered from the grade you have achieved (except in the case of penalties, such as late submissions, using AI on **any** assessment or assignments where it is disallowed, or similar)

**Technology Requirements:****LMS**

All course sections offered by East Texas A&M University 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/browser\\_support.htm](https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.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@etamu.edu](mailto:helpdesk@etamu.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, an ETAMU 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>

**System Maintenance**

D2L runs monthly updates during the last week of the month, usually on Wednesday. The system should remain up during this time unless otherwise specified in an announcement. You may experience minimal impacts to performance and/or look and feel of the environment.

### **Interaction with Instructor Statement:**

Email is the best way to contact the instructor. Please allow 24 hours for a response. If you do not receive a response within 24 hours (Monday-Friday), feel free to send another email. Make sure email is sent from your myLeo account with the class section in the subject. The instructor will not respond to emails received from a personal email account or emails that are poorly written.

### **Course and University Procedures/Policies:**

#### **Syllabus Change Policy**

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. Any changes made to the syllabus will be announced in advance, where possible.

### **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.etamu.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: [Netiquette http://www.albion.com/netiquette/corerules.html](http://www.albion.com/netiquette/corerules.html)

#### **ETAMU Attendance**

For more information about the attendance policy please visit the [Attendance](#) webpage.

#### **Academic Integrity**

Students at East Texas A&M University 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](#)

### **ADA Statement:**

#### **Students with Disabilities**

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 Services***

East Texas A&M University

Gee Library- Room 162

Phone (903) 886-5930 or (903) 886-5835

Fax (903) 468-8148

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

Website: [Office of Student Disability Services](#)

### **Nondiscrimination Notice:**

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

## **Career Development:**

The Career Development Department develops relationships with employers resulting in career opportunities for students and alumni, while providing quality career preparation tools to develop the essential skills needed to compete in the job market. Please let [lacey.henderson@etamu.edu](mailto:lacey.henderson@etamu.edu) know if you need anything. Services available to all students include:

### ONE-ON-ONE CAREER COACHING

- Resume and cover letter writing guide and other resources
- Mock interviews: Big Interview
- Professional headshot in our LinkedIn photo booth
- Dress to impress with The Lion Wardrobe
- HireaLion job portal

### CAREER EXPLORATION

- Career assessment: YouScience (need name and email for access code)
- Lion Mentorship Program
- East Texas A&M Candid Careers
- Goin' Global

## **The Counseling Center:**

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.etamu.edu/counsel](http://www.etamu.edu/counsel)

## **AI use policy**

East Texas A&M University 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 instructors' 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.

13.99.99.R0.03 Undergraduate Academic Dishonesty

13.99.99.R0.10 Graduate Student Academic Dishonesty

## Course Schedule:

The following schedule lists the TENTATIVE! due dates for this semester. This syllabus is subject to change as needed to meet the objectives or administration of the course at the discretion of the professor. It is not anticipated there will be any substantive changes. The due dates are shown on the assignments in D2L. There is also a calendar in D2L. Stay on top of the due dates and manage your time appropriately!!!

There will be no extra credit offered on an individual basis to bring up your grade. **Do not send an email** asking for extra assignments to bring up your grade at any point in the semester. Giving individual students extra assignments is not fair to the rest of the class.

**Missed essays cannot be made up!** All essays must be taken on the scheduled days so please plan accordingly. Special arrangements can be made **ahead of time** for extenuating circumstances. All students, including athletes, who will miss an exam must notify the instructor **PRIOR** to the exam being given to reschedule your exam. No grades will be dropped at the end of the semester.

	<u>Monday</u>	<u>Tuesday</u>	<u>Wednesday</u>	<u>Thursday</u>	<u>Friday</u>	<u>Sunday</u>
Jan	12	13	14	15	16	18
	<b>Introductions</b>		Introduction to college & Business			
	19	20	21	22	23	25
	MLK Jr Day - Campus closed		Utilizing available resources, tutoring center			
	26	27	28	29	30	1-Feb
	Ethics in Business, developing an ethical code of conduct, Essay 1 Q&A					<b>Essay 1 due</b>
Feb	2	3	4	5	6	8
	Effective communications & Career Services					
	9	10	11	12	13	15
	Why Capitalism? & Writing Center					
	16	17	18	19	20	22
	Forms of business ownership & Advising center					
	23	24	25	26	27	1-Mar
Mar	Functions of Business - sales & marketing					
	2	3	4	5	6	8
	Functions of business -finance & accounting					<b>Essay 2 due</b>
	9	10	11	12	13	15
	<b>SPRING BREAK, NO CLASS</b>					
	16	17	18	19	20	22
	Functions of business - management					
	23	24	25	26	27	29
	Functions of business - economics					<b>Essay 3 due</b>
April	30	31	1-Apr	Apr. 2	3-Apr	5-Apr
	Groups assigned, setup & Q&A for group project					
	6	7	8	9	10	12
	Industries & the market					
	13	14	15	16	17	19
	Careers in business					<b>Group project writing due</b>
	20	21	22	23	24	26
	Functions of business - IT & Business Analytics					
May	27	28	29	30	1-May	3-May
	Group presentations					
	4	5	6	7	8	
	<b>Finals week</b>		<b>FINAL ESSAY DUE BY 11:59PM</b>		<b>LAST DAY OF SEMESTER</b>	
* All due dates are midnight (11:59PM)						