

# East Texas A&M University

## Spring 2026: COB 1301-02E—Introduction to Business

**CLASSROOM:** Talbot Hall 203  
**MEETING DAYS/TIMES:** T,R 2-3:15pm  
**NOTE ABOUT TIMES:** All Deadlines are Listed in the Central Time Zone  
(Commerce, TX time)

**Instructor:** Dr. Brandon Randolph-Seng  
**E-mail:** brandon.randolph-seng@etamu.edu  
**Office & Hours:** CB 320; T, R 12:00-2:00 PM  
**Virtual Office Hours:** Fridays @ 10am on zoom: <https://tamuc.zoom.us/j/97008242956>

**\*\*The best way to reach me or to make appointments is by MY ETAMU email, which will allow me to respond within 24 hours**

**\*\*Students are responsible for all announcements made BY EMAIL**

### REQUIRED TEXTBOOK:

*This course does not have any required books. The readings for this course are partially drawn from a collection of business books, articles, and documents.*

### COURSE DESCRIPTION:

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 business person including but not limited to reading and writing in business terminology, note taking, and problem solving, critical thinking, and recognizing opportunities.

### COURSE TOPICS:

- Understanding Economic Systems and Business
- Making Ethical Decisions and Managing a Socially Responsible Business
- Competing in the Global Marketplace
- Forms of Business Ownership
- Entrepreneurship: Starting and Managing Your Own Business
- Management and Leadership in Today's Organizations
- Managing Human Resources and Labor Relations
- Understanding, Leading, & Motivating Employees
- Achieving World-Class Operations Management

- Creating Products and Pricing Strategies to Meet Customers' Needs
- Using Technology to Manage Information
- Using Financial Information and Accounting
- Understanding Money and Personal Finance
- Choosing and Preparing a Career in Business

### **COURSE OBJECTIVES:**

After successfully completing this course, students will be able to:

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

### **COURSE SCHEDULE:**

A specific course schedule is included at the end of this syllabus.

### **GRADING**

<b>Component</b>	<b>Type</b>	<b>Value</b>
Weekly Quiz/Assignments (Best of 10 @ 50/Each)	Individual	500 points (50%)
In Class Presentations	Team	150 points (15%)
Service Learning	Team	350 points (35%)
<b>Course Total</b>		<b>1000 points</b>

### **GRADING SCALE:**

<b>Points</b>	<b>Grade</b>
895 - 1000	A
795 - 894	B
695 - 794	C

Incomplete - Must be previously agreed upon by student and instructor and initiated by the student administratively.

Withdrawal - Must be initiated by the student administratively.

### **STUDENTS WHO DO WELL IN THE COURSE SHARE THE FOLLOWING HABITS:**

- Arriving to class a couple of minutes early and not leaving until class is dismissed.
- Not using phones and other electronics during class.
- Checking school email and MyLeo regularly for announcements & assignments.
- Completing all assignments on time.
- Asking questions in class or immediately following the class.

- Asking for help and advise early in the semester.
- Taking responsibility for their own grade.

## **PERFORMANCE COMPONENTS:**

### **Minimum Technical Skills**

You should also be able search the Internet for relevant and reliable information. You should be able to read PDF documents. You should be able to create Microsoft Word (.docx), EXCEL (.xlsx), and PowerPoint (.pptx) documents. You will need to be able to access myLeo Online and be able to learn how to use it.

### **Instructional Methods and Assessment**

This course will be centered on classroom 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.

### **Attendance and Participation**

The most crucial skill to any and every career, regardless of the field is being present and active in community activities. This includes being in the classroom AND participating in class. A sizeable portion of your grade therefore will depend on your attendance and participation.

### **Pre-class and in-class Assignments**

You will have weekly assignments to complete prior to attending class each week. These are typically short readings paired with short written activities. These will be posted and should be submitted in class. These will relate to the topics discussed in class and are typically short.

### **Presentations**

On the date and time of the class final, you will be required to give a short (no more than 5 minutes) presentation on an assigned topic. We recognize that you may not be comfortable with public speaking, but speaking in front of groups is an important and learned skill in any career.

### **Service Learning**

More information will be given about this assignment in class.

### **Extra Credit**

There is no extra credit in business, so don't ask! But if you complete all assignments, you will not need extra credit to obtain a good grade.

## **COURSE POLICIES**

### **CLASS ATTENDANCE & PARTICIPATION:**

Attendance and participation are critical to gaining the most you possibly can from this course. You have hired me to teach you, trusting that I possess knowledge which you do not, and which is not available in a text alone. My assumption is that you desire to learn more about this subject, so my expectation is that you are: (1) present, (2) on time, (3) prepared, and (4) participating. Experience has shown me that students who regularly attend class earn higher grades.

For the online live sessions, if you were not able to attend live, to get credit for the day, you will listen to the previously recorded session and submit on D2L a 2-page double-spaced summary/integration/reflection of the live session.

Excused absences (e.g., university approved trips, documented illness, religious observance) will **not** be penalized as long as you notify me appropriately (i.e., before the class in question if possible and with the correct evidence). Otherwise, plan now to schedule your trip to Galveston during breaks and/or at the end of the semester. 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/generallInformation/attendance.aspx>

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

**SYLLABUS SUBJECT TO CHANGE STATEMENT:**

I anticipate that we will follow the schedule I've outlined in this syllabus, but I may adjust based on what actually happens in class. I may also change the basis for the course grade (if I need to eliminate an assignment or something of that nature). If I do so, I will so inform you in writing. 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.

**STATEMENT ON 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](#)

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

[Graduate Student Academic Dishonesty 13.99.99.R0.10](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/graduate/13.99.99.R0.10GraduateStudentAcademicDishonesty.pdf>

Academic honesty is the foundation of the university community. Cheating, plagiarism, or other acts of academic dishonesty compromise the integrity of the academic process and community and are subject to disciplinary action. For this class, plagiarism will result in automatic failure (final course grade of F).

**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.

**SPECIAL NEEDS/REASONABLE 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 have a disability requiring an accommodation, please contact:

**Office of Student Disability Resources and Services**

Texas A&M University-Commerce

Gee Library- Room 162

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

Fax (903) 468-8148

Email: [Rebecca.Tuerk@tamuc.edu](mailto:Rebecca.Tuerk@tamuc.edu)

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

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

## **TENETS OF COMMON BEHAVIOR STATEMENT:**

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/registrar/documents/studentGuidebook.pdf>

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)

Students are required to meet the expectations listed below.

o **Professional Behavior:** It is important that you maintain a professional demeanor at all times, including during "electronic communication". Texas A&M-Commerce expects this from you, as do current and future employers.

o **Regular and Timely Attendance and Participation:** You are expected to log onto eCollege regularly and attend all classes.

o **Assignments:**

**1. Submitted assignments must be correctly formatted and free of grammatical and stylistic errors.**

Students in this course should have at least some skill with software for word processing, spreadsheets, databases, graphics, and presentations, and with web browsers and search engines. Spelling and grammatical errors will detract from your grade!

**2. Assignments must be turned in on time.** Assignments are due at the **date** and **time** listed. While the syllabus designates specific dates for which work is assigned, you do not have to wait until the "assigned" date to start working on it. Start working on each assignment as soon as you possibly can and make sure that you have all assignments submitted by the specified due dates. However, you **MUST** turn in all written assignments **ON TIME**. Unexcused late work will receive an automatic **50% penalty** if turned in by the next day, and a **0** if turned in more than one day late. Late work is viewed as very unprofessional in the corporate world: "Sorry Mr./Ms. Vice President, I just did not get the work done in time for our meeting today." That will be the last time your manager gives you the opportunity to "shine" in front of a VP.

**3. Assignments must be complete.** You must complete and submit all components at the specified due date and time to receive credit for the assignment. Please don't turn in work that is only "half-finished" or you will receive an automatic **0**.

**4. Please submit assignments in a format that is compatible with Microsoft Word.**

o **Back-ups Are Required:** You are required to back up all your assignments so that they can be submitted to me upon my request. If work is lost due to insufficient back-up, you will not have the opportunity to recreate and submit at a later time.

o **E-mail:** Students must routinely check e-mail sent to his or her **Texas A&M-Commerce account**. This is my primary mechanism for communicating to the class. I check my e-mail several times a day, so this is the best way to reach me.

o **Make-up Assignments Will Only Be Accepted If You Obtain University Approved Documentation for Your Excuse:** There are no make-up assignments for poor performance on a previous assignment.

## **TECHNOLOGY ACCESS AND NAVIGATION**

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/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>

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.

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

If you are having technical difficulty with any part of Brightspace (D2L), please contact Brightspace Technical Support at 1-877-325-7778. Other support options can be found here:

<https://community.brightspace.com/support/s/contactsupport>

If you are having technical difficulty with any part of Brightspace [D2L] , please contact Brightspace Technical Support at 1-877-325-7778 or click on the Live Chat or click on the words "click here" to submit an issue via email.

#### ***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)

**IF YOU EVER FEEL AS IF YOU NEED TO MEET WITH ME OR SPEAK OVER THE PHONE  
IN ORDER TO CLARIFY ASSIGNMENTS, DISCUSS CONCERNS ABOUT THE CLASS,  
DISCUSS TOPICS FROM THE CLASS, ETC., E-MAIL ME IN ORDER TO SET UP AN  
APPOINTMENT.**

**FINALLY:** This syllabus is a contract between you and me. If you disagree with the policies set forth in this syllabus, you have the right to withdraw within the timeframe indicated in the University calendar. By staying enrolled in this class, you agree to adhere to **all** policies stated in this syllabus.

<b>Tentative Schedule</b>		
<b>WEEK</b>	<b>TOPIC</b>	<b>ASSIGNMENTS</b>
1	Learning the lingo, critical thinking, nature of reality and business	<b>Syllabus and log in to D2L / Form Teams for Service Learning</b>
2	Perception, Memory & Business	<b>Weekly Assignment/Quiz</b>
3	Perception, Memory & Business	<b>Weekly Assignment/Quiz</b>
4	Nature of Science & Business	<b>Weekly Assignment/Quiz</b>

5	<b>Nature of Science &amp; Business</b>	<b>Weekly Assignment/Quiz</b>
6	<b>Entrepreneurship</b>	<b>Weekly Assignment/Quiz</b>
7	<b>Functions of Business – IT/Business Analytics</b>	<b>Weekly Assignment/Quiz</b>
8	<b>Functions of Business - Accounting</b>	<b>Weekly Assignment/Quiz</b>
9	<b>Functions of Business - Finance</b>	<b>Weekly Assignment/Quiz</b>
10	<b>Functions of Business – Management/HR</b>	<b>Weekly Assignment/Quiz</b>
11	<b>Functions of Business - Economics</b>	<b>Weekly Assignment/Quiz</b>
12	<b>Functions of Business – Sales &amp; Marketing</b>	<b>Weekly Assignment/Quiz</b>
13	<b>International Markets</b>	<b>Weekly Assignment/Quiz</b>
14	<b>Presentations</b>	<b>Weekly Assignment/Quiz</b>
15	<b>Presentations</b>	<b>Weekly Assignment/Quiz</b>