



**Instructor:** Dr. Alex Williams  
**E-mail:** Alex.Williams@etamu.edu  
**Office:** COB 3rd Floor, Rm 325

**Office Hours:** Online and In-person students can utilize any of the options below,  
but scheduling a meeting is the preferred method 😊

<b>In-Person</b>	Tuesday/Thursday, 10-11am	COB 3rd Floor, Rm 325
<b>Virtual</b>	Tuesday/Thursday, 12:30-2pm	<a href="#">Click to open Zoom Link</a>
<b>Outside these times</b>	<a href="#">Click to Schedule a Meeting</a>	Can be in-person or online

### TEXTBOOK:

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>

### COURSE OBJECTIVES:

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, social responsibility, and environmental considerations. Emphasized is the dynamic role of business in everyday life.

### COB STUDENT LEARNING OBJECTIVES:

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 course activities (essays, exams, presentations, etc.)

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)

**COURSE FORMAT:**

You will find the majority of the information and materials that you will need to complete the course in this syllabus and on the MyLeoOnline course management website.

**COURSE SCHEDULE:** A course schedule is included at the end of this syllabus. Details are provided in our MyLeoOnline course shell.

**SYLLABUS SUBJECT TO CHANGE STATEMENT:**

I anticipate that we will follow the schedule I've outlined in this syllabus, but I may make adjustments 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 inform you in writing. Remaining in the course after reading this syllabus will signal that you accept the possibility of changes and responsibility for being aware of them.

**STATEMENT ON ACADEMIC INTEGRITY:**

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).

An academic honesty policy has been posted under the "Doc Sharing" tab. You should read this document, initial it, and submit it to me via its corresponding submission folder.

**STATEMENT ON AI USE IN COURSES [MAY 2023]:**

ETAMU 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.

**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:

Student Disability Resources & Services  
East Texas A&M University  
Gee Library, Room 162  
Phone (903) 886-5150 or (903) 886-5835 Fax (903) 468-8148  
[StudentDisabilityServices@etamu.edu](mailto:StudentDisabilityServices@etamu.edu)

**COUNSELING CENTER:**

The Counseling Center at ETAMU, 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)

**UNIVERSITY'S PANDEMIC RESPONSE STATEMENT:**

ETAMU requires the use of face-coverings in all instructional and research classrooms/laboratories. Exceptions may be made by faculty where warranted. Faculty have management over their classrooms. Students not using face-coverings can be required to leave class. Repetitive refusal to comply can be reported to the Office of Students' Rights and Responsibilities as a violation of the student Code of Conduct.

Students should not attend class when ill or after exposure to anyone with a communicable illness. Communicate such instances directly with your instructor. Faculty will work to support the student getting access to missed content or completing missed assignments.

**CAMPUS CONCEALED CARRY STATEMENT:**

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas ETAMU 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 ETAMU Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations. For a list of locations, please refer to (<http://www.etamu.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>) and/or consult your event organizer). Pursuant to PC 46.035, the open carrying of handguns is prohibited on all ETAMU campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

**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 (See current Student Handbook).

## UNIVERSITY NONDISCRIMINATION STATEMENT:

ETAMU 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.

## COURSE POLICIES AND INSTRUCTOR EXPECTATIONS:

Students are required to meet the expectations listed below.

- **Professional Behavior:** It is important that you maintain a professional demeanor at all times, including during “electronic communication”. Texas ETAMU expects this from you, as do current and future employers. Since so much communication in the workplace is “electronic” nowadays, this course will be a good place to practice interacting in a manner appropriate to a professional setting. In particular, take special care when posting and responding to discussion board questions.
- **Regular and Timely Attendance and Participation:** You are expected to attend class and log onto MyLeoOnline regularly. It is the responsibility of each student to keep up with the scheduled readings, discussions, and assignments/exams.
- **Changes to Schedule:** While I plan to stick to the class schedule, there might be occasions to modify the schedule. In these cases, all changes will be announced in class, on MyLeoOnline and/or through e-mail. It is your responsibility to become aware of any such changes.
- **E-mail:** Routinely check your **Texas ETAMU** email account. This is my primary mechanism for communicating outside of the class and MyLeoOnline. Additionally, I check my e-mail several times a day, so this is the best way to reach me. I strive to respond to any email within 24 hrs (even if it just to acknowledge receipt of the email while I continue to work on the request).

## ASSIGNMENTS:

1. **Format & Naming Convention:** All submitted assignments should be MS Word (.doc or docx) documents unless otherwise posted in the assignment instructions. Put your “LastnameFirstname” in the title of all submitted documents. Example: “WilliamsAlex Assignment 1.docx”
2. **Due Dates & Times:** Assignments are due at the **date** and **time** listed in MyLeoOnline. You will have until **11:30 PM CST on the due date** to submit assignments.
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 incomplete.
4. **Late Policy:** I will accept late assignments, but with penalty. For each day that your assignment is late, I will deduct **10 POINTS** from your grade. If you do not meet the 11:59 PM deadline (even by one or two minutes), I will deduct 10 points. If you do not turn the assignment in by 11:59 PM CST the next day, I will deduct an additional 10 points, and so on. Saturdays and Sundays count towards the total days late.
5. **Make-up Exams or Late Assignments are only accepted if you obtain university approved documentation for your excuse.** There are no make-up assignments for poor performance on a previous assignment.

## GRADE COMPONENTS:

Component	Type	Percentage
News Article Summaries	Individual	10 %
Discussion Boards	Individual	10 %
Module Assignments	Individual	20 %
Group Project	Group	15 %
Exams	Individual	45 %
<b>Course Total</b>		

Grading Scale:	
A	90 – 100%
B	80 – 89%
C	70-79%
D	60-69%
F	Below 60%

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

Withdrawal - Must be initiated by the student administratively.

### Article Summaries

The ability to write clearly using precise business language, readable sentences, and coherent paragraphs is an essential skill of all business men and women. Keeping up-to-date on current business trends is also a great asset for business men and women. Therefore, these article summaries will help develop written communication skills and expose students to popular press articles. A few examples of popular press outlets are Wall Street Journal, Business Week, U. S. News and World Report, and Fortune.

### Module Assignments

Each module will also contain various activities (chapter quizzes, etc).

### Group Project

Understanding the role of ethics in decision making is a major part of success in today's business environment. Therefore, this assignment will help you assess and increase your ability to evaluate business decisions from an ethical standpoint.

### Exam Information

Exams will be given to assess your understanding of course material. The timed part will be multiple-choice, fill-in-the-blank and/or short answer, and possibly essay.

**Please note:** If a student misses an exam, the student will earn a grade of zero. Makeup exams will not be given.

### EXAM PROCTORING:

Your degree is a significant investment, and its value in the community relies on the integrity of the assessment process. As part of a College of Business (COB) initiative to uphold these academic standards, we utilize a proctoring service for certain course exams. This measure also protects the integrity of your learning, helping to ensure that your grade is a genuine measure of your individual achievement.

*Further details on all assignments and grade components will be provided in MyLeoOnline.*

Week		Topic and Assignment
1.	Jan 12, 2026	Foundations & Economics
2.	Jan 19, 2026	Ethics & Global Environment
3.	Jan 26, 2026	Structure & Entrepreneurship
4.	Feb 2, 2026	<b>Module 1 Exam</b>
5.	Feb 9, 2026	Management & Leadership
6.	Feb 16, 2026	Organizational Structure & HR
7.	Feb 23, 2026	Motivation & Operations
8.	Mar 2, 2026	<b>Module 2 Exam</b>
9.	Mar 9, 2026	<i>Spring Break</i>
10.	Mar 16, 2026	Product & Pricing
11.	Mar 23, 2026	Distribution & Technology
12.	Mar 30, 2026	<b>Module 3 Exam</b>
13.	Apr 6, 2026	Accounting
14.	Apr 13, 2026	Money & Institutions
15.	Apr 20, 2026	Financial Management
16.	Apr 27, 2026	Personal Finance
17.	May 4, 2026	<b>Module 4 Exam</b>

Consider this a tentative schedule (subject to change).

The official schedule will be maintained within our Learning Management System (MyLeoOnline); therefore, please refer to MyLeoOnline for complete schedule.

Week		Topic Area
1.	Jan 12, 2026	Foundations & Economics
2.	Jan 19, 2026	Ethics & Global Environment
3.	Jan 26, 2026	Structure & Entrepreneurship
4.	Feb 2, 2026	<b>Part 1 Exam</b>
5.	Feb 9, 2026	Management & Leadership
6.	Feb 16, 2026	Organizational Structure & HR
7.	Feb 23, 2026	Motivation & Operations
8.	Mar 2, 2026	<b>Part 2 Exam</b>
9.	Mar 9, 2026	<i>Spring Break</i>
10.	Mar 16, 2026	Product & Pricing
11.	Mar 23, 2026	Distribution & Technology
12.	Mar 30, 2026	<b>Part 3 Exam</b>
13.	Apr 6, 2026	Accounting
14.	Apr 13, 2026	Money & Institutions
15.	Apr 20, 2026	Financial Management
16.	Apr 27, 2026	N/A
17.	May 4, 2026	<b>Part 4 Exam</b>

Consider this a tentative schedule (subject to change).

The official schedule will be maintained within our Learning Management System (MyLeoOnline); therefore, please refer to MyLeoOnline for complete schedule.

Week		Part	Topic Area	OpenStax Chapter(s) Covered
	Jan 12, 2026	Part 1	Foundations & Economics	1: Understanding Economic Systems and Business
2.	Jan 19, 2026	Part 1	Ethics & Global Environment	2: Making Ethical Decisions and Managing a Socially Responsible Business; 3: Competing in the Global Marketplace
3.	Jan 26, 2026	Part 1	Structure & Entrepreneurship	4: Forms of Business Ownership; 5: Entrepreneurship: Starting and Managing Your Own Business
4.	Feb 2, 2026	Exam 1	<b>Part 1 Review</b>	<b>EXAM 1 (Covers OpenStax Chapters 1–5)</b>
5.	Feb 9, 2026	Part 2	Management & Leadership	6: Management and Leadership in Today's Organizations
6.	Feb 16, 2026	Part 2	Organizational Structure & HR	7: Designing Organizational Structures; 8: Managing Human Resources and Labor Relations
7.	Feb 23, 2026	Part 2	Motivation & Operations	9: Motivating Employees; 10: Achieving World-Class Operations Management
8.	Mar 2, 2026	Exam 2	<b>Part 2 Review</b>	<b>EXAM 2 (Covers OpenStax Chapters 6–10)</b>
9.	Mar 9, 2026	Break	N/A	SPRING BREAK (Week of March 9th)
10.	Mar 16, 2026	Part 3	Product & Pricing	11: Creating Products and Pricing Strategies to Meet Customers' Needs
11.	Mar 23, 2026	Part 3	Distribution & Technology	12: Distributing and Promoting Products and Services; 13: Using Technology to Manage Information
12.	Mar 30, 2026	Exam 3	<b>Part 3 Review</b>	<b>EXAM 3 (Covers OpenStax Chapters 11–13)</b>
13.	Apr 6, 2026	Part 4	Accounting	14: Using Financial Information and Accounting
14.	Apr 13, 2026	Part 4	Money & Institutions	15: Understanding Money and Financial Institutions
15.	Apr 20, 2026	Part 4	Financial Management	16: Understanding Financial Management and Securities Markets
16.	Apr 27, 2026	Review	N/A	Final Review and Contingency Week
17.	May 4, 2026	Finals	<b>N/A</b>	<b>FINAL EXAM WEEK (Begins May 4th)</b>