



Course Syllabus

**Introduction to Business
BUSI1301**

******* Note to Student *******

Student Success is our number one priority at Coastal Bend College and we realize that prompt, effective communication plays a significant role in achieving that goal. It is vitally important that you have the proper contact information for your instructor. This should include their phone number, email address, and if applicable, their office number, and office hours. If you ever have any problems contacting your instructor, or do not receive a prompt response to your inquiries, please contact the Director of Technical Programs, or the Dean of Workforce, as soon as possible. Their contact information is provided below:

Coordinator of Professional Services, Jarod Bleibdrey: 361-354-2339; jbleibdrey@coastalbend.edu
Director of Technical Program, Noemi Aguilar: 361-354-2306; aguilar@coastalbend.edu
Dean of Workforce Programs, Julia Garcia: (830) 569-4222 X1202; jgarcia@coastalbend.edu

Course Description: Fundamental business principles including structure, functions, resources, and operational processes.

Semester Hours Credit: 3

Lecture/Lab Hours: 3

Prerequisite: Students must demonstrate readiness to perform college-level academic coursework in reading and writing according to Coastal Bend College academic skills assessment guidelines. Basic computer skills are also required.

Textbook(s): Foundations of Business, 3e, by Pride, Hughes, Kapoor **ISBN:** 9781111580155

End-of Course Outcomes:

Upon successful completion of this course the student will:

1. Identify business functions of accounting, management, marketing, and economics; and describe the relationships of social responsibility, ethics, and law; and describe the scope of global business enterprise.
2. Appreciate the positive and constructive force that business plays by making available the goods, services, jobs and income that our society must have to exist and thrive.
3. Develop a general understanding of different economic philosophies and why and how those differences change the methods by which economic systems attempt to accomplish their common economic function.
4. Display an understanding of contemporary business concepts, principles and practices that explains how



businesses are formed, how they operate to accomplish their goals and functions, and why and how their success depends on effective management.

5. Begin building a framework of business terminology.
6. Identify potential career paths.
7. Begin to develop internet research, analytical and communication skills.

Evaluation Methods:

1. Chapter Exams
2. Homework assignments
3. Online quizzes
4. Review questions
5. Participation and attendance
6. Career Project
7. Final Exam

ADA Statement: No qualified individual with a disability shall, by reason of such disability, be excluded from participation in or be denied the benefits of the services, programs, or activities of the College District, or be subjected to discrimination by the College District. Nor shall the College District exclude or otherwise deny equal services, programs, or activities to an individual because of the known disability of an individual with whom the individual is known to have a relationship or association. 42 U.S.C. 12132; 28 CFR 35.130(g).



See at: [GL \(Legal\)](#)

Special Needs Services: Students with special needs, including physical and learning disabilities, who wish to request accommodations in this course should contact the Student Development Office as soon as possible to make arrangements; this should occur no later than the second week of class or as soon as the student has the documentation on the disability and requested accommodation per a certified medical or psychological professional. In accordance with federal law, a student requesting accommodations must provide documentation of disability to the Student Development Advisor.

For more information, contact: in Alice at sdalice@coastalbend.edu; Beeville at sdbeeville@coastalbend.edu; Kingsville at sdkingsville@coastalbend.edu; and Pleasanton at sdpleasanton@coastalbend.edu.

Academic Dishonesty: Each student is charged with notice and knowledge of the contents and provisions of Coastal Bend College's rules and regulations concerning student conduct. All students shall obey the law, show respect for properly constituted authority, and observe correct standards of conduct. Scholastic dishonesty shall constitute a violation of these rules and regulations and is punishable as prescribed by Coastal Bend College Policies FLB (Local) and FM (Local). Scholastic dishonesty shall include, but not be limited to, cheating on a test, plagiarism, and collusion.

See at: [FLB \(Local\)](#) and [FM \(Local\)](#).

See the [Student Handbook](#) for further explanation of Scholastic Dishonesty.

Copyright Law and Intellectual Property Rights Policy: Copyright is the right of an author, artist, composer or other creator of a work of authorship to control the use of his or her work by others. Protection extends to literary works, musical works, dramatic works, pantomimes and choreographic works, pictorial and graphic works, sculpture, motion pictures and other audiovisual works, sound recordings and architectural works. Generally speaking, a copyrighted work



may not be reproduced by others without the copyright owner's permission. The public display or performance of copyrighted works is similarly restricted. Generally, the unauthorized reproduction, performance or distribution of a copyrighted work is copyright infringement and may subject the infringer to civil and criminal penalties. The Fair Use Doctrine outlines exceptions to this Law and is outlined in Coastal Bend College Policy, [CT \(Legal\)](#).

Coastal Bend College, its faculty, students and employees must comply with Copyright Law. Detailed information on Copyright Law and Intellectual Property Rights is available in Coastal Bend College Policy [CT \(Legal\)](#) and [CT \(Local\)](#).

Questions regarding this information should be directed to the Director of Library Services at: library@coastalbend.edu or the Office of Marketing and Public Relations at: socialmedia@coastalbend.edu.

Intellectual Property: Student /Third Party Works: Rights to copyrightable or patentable works created by a student or a third party, that is, not a College District employee, shall reside with the author/ creator. Detailed information on Copyright Law and Intellectual Property Rights is available in Coastal Bend College Policy [CT \(Legal\)](#) and [CT \(Local\)](#).

Questions regarding this information should be directed to the Director of Library Services at: library@coastalbend.edu or the Office of Marketing and Public Relations at: socialmedia@coastalbend.edu.

NOTE: The College website (www.coastalbend.edu) serves as the main source with the most current version of the Coastal Bend College Board Policies and the Coastal Bend College Catalog.

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