



TEXAS A&M UNIVERSITY  
**SAN ANTONIO**

**Course Syllabus**  
**Fall 2024**

**Course Name:** Business Principles

**Course #:** BUAD1301.600

**CRN:** 12172

**Instructor:** Dr. Matthew A. Briseno, Ed.D. (ABD), MACM, MBA

**Email:** mbriseno@tamusa.edu (will reply within two (2) business days)

**Office:** Online – appointment only

**Phone:** 210.846.8927 (texting is encouraged – will reply within two (2) business days)

**Class Days/Hours:** N/A

**Class Location:** N/A

**Class Modality:** Online – Asynchronous

**Catalog Course Description:**

This course introduces economic systems, forms of business ownership, and considerations for running a business. Students will learn various aspects of business, management, and leadership functions, organizational considerations, and decision-making processes. Financial topics are introduced including money and banking and securities markets. The course includes discussions of business challenges in the legal and regulatory environment, business ethics, social responsibility, and international business. Emphasized is the dynamic role of business in everyday life.

**Readings:**

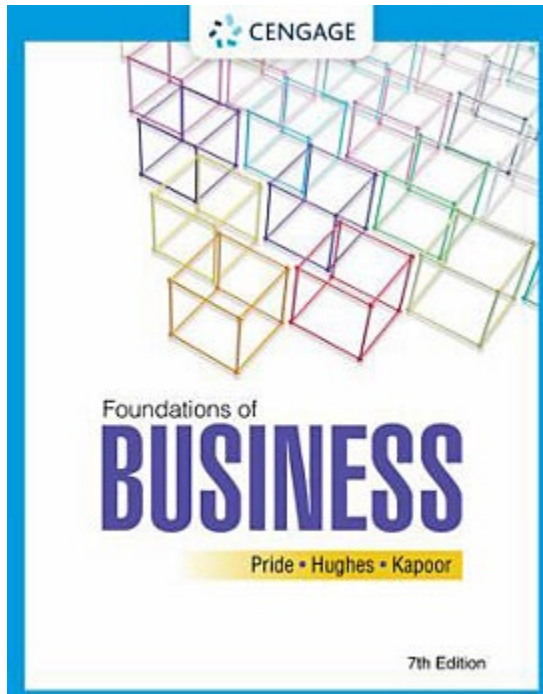
Foundations of Business 7 Edition, book

Author(s): Pride/Hughes/Kapoo

Publisher: Cengage Learning

ISBN-13: 9780357717943

ISBN-10: 0357717945



**Prerequisites:**

ENGL 1301 & ENGL 1302

**Student Learning Outcomes:**

After successful completion of this course, students should be able to:

- Identify the historical basis for and sources of American law, classify the types of law and outline key elements of the U.S. Constitution.
- Outline the structure of federal and state court systems, describe the steps in litigation and explain the main forms of alternate dispute resolution.
- Define and explain the basic elements of a contract, apply them to specific cases and explain contract defenses.
- Determine when a contract is breached and select the appropriate remedy for breach.
- Explain the difference between intentional torts, negligence and strict liability, and the applicable defenses and the remedies available for each.
- Describe the purpose of criminal law, identify the elements of certain specific crimes, choose among available defenses, and apply punishment for criminal violations.
- Explain the difference between real and personal property, describe the means of ownership and outline basic principles of bailment.
- Outline basic agency and employment law principles, explain the role of the independent contractor, and describe basic labor laws.
- Provide the key elements of sole proprietorships, partnerships, and corporations, and explain the advantages and disadvantages of each.
- Classify and explain the types of intellectual property and identify cyber-crime issues.

**AACSB Accreditation:**

The College of Business has received the AACSB accreditation, a prestigious award.

**Grading Policy:**

<b>Assignments</b>	<b>Number</b>	<b>Points</b>	<b>Total Points</b>
<b>Exams</b>	4	50 points each	<b>200</b>
<b>Discussion Boards</b>	16	25 points each	<b>400</b>
<b>Total Points</b>			<b>600</b>

540 – 600 = A  
480 – 539 = B  
420 – 479 = C  
360 – 419 = D  
000 – 359 = F

**Exams:**

There are 4 objective style exams (multiple choice) available on Blackboard, that will cover the assigned readings. Exams will be due by Sunday at 11:59 PM CST noted on the schedule below. Each exam is multiple choice test, based on the readings. You have 70 minutes to complete the exam. Note that when you log on you cannot leave and re-enter the test. You must complete the test once you begin. You have 50 multiple choice questions to answer in 70 minutes.

**Discussion Boards:**

There are 10 discussion topics assigned on Blackboard that are available on Monday, midnight through Sunday, end of day (11:59pm). You must submit your main response of 250 words by Wednesday and respond of at least 100 words to one (1) other classmate or professor on two (2) separate days. Your responses must be substantial contributions to the assignment, supported by at least three (3) sources (statutes, cases, articles). Use the university online library system to locate scholarly sources.

**Class Attendance:**

This course is strictly asynchronous and so attendance is **NOT** required. Students are responsible for the materials covered in class. The course is intensive and challenging, and you are expected to master the materials presented in class. Additionally, adhering to the due dates is important so that you do not become overwhelmed during the term. Students are strongly encouraged to ask questions and participate in class discussions and problem solving.

**Extra Credit:**

There will be no extra credit.

**Make-up and Late Assignments/Discussion Policy:**

There will be no make-up exams or discussion boards (DB), and no late exams or discussion boards will be accepted. If you missed the cut-off date for class work as noted above, **make-up** may be accepted/administered only in extraordinary circumstances, such as, an excused official university activity, a severe illness, or a dire emergency. However, you must provide comprehensive documentation either before or within a few days of the missed assignment/discussion posting. Make-up work must be coordinated with the instructor prior to accomplishing it. Any missed class

work will not be accepted after the class ends.

### **Class Conduct and Civility Code:**

Everyone in class is expected to follow all rules in the student handbook, as well as common courtesy during classroom lectures and discussions in class and online, including the following:

1. Attendance may be taken at the beginning or the end of the class.
2. It is the students' responsibility to obtain and be able to use the required materials and software for this class.
3. Students must retain copies of all assignments and graded work for verification purposes. Keep copies of all computer files and e-mails.
4. Talking while the instructor is lecturing is extremely disruptive and discourteous to the instructor and other students.
5. Using computers or phones (except for a valid urgent need) during class for a purpose not related to class is disruptive. All cell phones and gadgets should be turned off and headphones removed.
6. For any questions about the discussions and assignments, a student should contact the instructor before the day they are due, so the instructor may have enough time to provide feedback.
7. All communications will be via e-mail communications to the Texas A&M University e-mail account, and students are expected to use their school provided email account. The instructor will reply to a student e-mail messages within 24 hours during weekdays (Monday-Friday) and Saturdays until 9:00 p.m.
8. All assignment submissions must be uploaded to Blackboard by the due date.

### **Academic Dishonesty:**

Any assignment found to contain plagiarized material or be the result of any academic dishonesty will receive a grade of zero (0). In addition, two instances of academic dishonesty will result in the grade of F being assigned for the course. In all academic work, the ideas and contributions of others must be appropriately acknowledged and work that is presented as original must be, in fact, original. Using an AI-content generator (such as ChatGPT) to complete coursework without proper attribution or authorization is a form of academic dishonesty. If you are unsure about whether something may be plagiarism or academic dishonesty, please contact your instructor to discuss the issue.

### **Exams Policy:**

You must provide me with prior notice if you miss the final exam in a non-emergency situation. Failure to do this will result in a 20-point reduction in your exam grade. Any makeup exams should be taken within one week of the scheduled exam date.

### **Definition of a Credit Hour:**

A credit hour is an amount of work that reasonably approximates: not less than one hour of classroom or direct faculty instruction and a minimum of two hours out of class student work each week for approximately 15 weeks for one semester, or the equivalent amount of work over a different amount of time; at least an equivalent amount of work as outlined in the item above for other academic activities as established by the institution including laboratory work, internships, practicum, studio work, and other academic work leading to the award of credit hours. (This

information is in accord with federal regulations regarding the definition and assignment of credit hours under section 600.0 and 600.24(f) of the Higher Education Opportunity Act. A credit hour represents a unit of measure of instruction consisting of 60 minutes, of which 50 minutes must be direct instruction over a 15-week period in a semester system. Academic administrative units are responsible for ensuring that credit hours are awarded only for work that meets this requirement. (This is in accord with The Texas Higher Education Coordinating Board definition.) Transfer credits will be evaluated for equivalency to this requirement. Students should expect to invest a minimum of two hours of additional work for each hour of classroom or faculty instruction per week.

### Course Schedule

<b>Week</b>	<b>Dates</b>	<b>Topic</b>	<b>Read Before Class</b>	<b>Assignment</b>
Week 1	Aug 26-Sep 1	Introduction  Exploring the World of Business and Economics	Review Syllabus  Chapter 1	Introduction (not graded) DB 1
Week 2	Sep 2-8	Ethics and Social Responsibility in Business	Chapter 2	DB 2
Week 3	Sep 9-15	Global Business	Chapter 3	DB 3
Week 4	Sep 16-22	Choosing a Form of Business Ownership <b>Exam I</b>	Chapter 4  <b>Review Chapters 1-4</b>	DB 4  <b>Exam I</b>
Week 5	Sep 23-29	Small Business, Entrepreneurship, and Franchise	Chapter 5	DB 5
Week 6	Sep 30-Oct 6	Understanding the Management Process	Chapter 6	DB 6
Week 7	Oct 7-13	Creating a Flexible Organization	Chapter 7	DB 7
Week 8	Oct 14-20	Producing Quality Goods and Services <b>Exam II</b>	Chapter 8  <b>Review Chapters 5-8</b>	DB 8  <b>Exam II</b>
Week 9	Oct 21-27	Attracting and Retaining the Best Employees	Chapter 9	DB 9
Week 10	Oct 28-Nov 3	Motivating and Satisfying Employees Building Customer Relationships Through Effective Marketing	Chapter 10  Chapter 11	DB 10  DB 11
Week 11	Nov 4-10	Creating and Pricing Products that Satisfy Customers <b>Exam III</b>	Chapter 12  <b>Review Chapters 9-12</b>	DB 12  <b>Exam III</b>

Week 12	Nov 11-17	Distributing and Promoting Products	Chapter 13	DB 13
Week 13	Nov 18-24	Exploring Social Media and e-Business	Chapter 14	DB14
<i>Week 14</i>	<i>Nov 25-Dec 1</i>	<i>Thanksgiving Break</i>	<i>No Class</i>	<i>No Work</i>
Week 15	Dec 2-8	Using Management and Accounting Information Mastering Financial Management	Chapter 15 Chapter 16	DB 15 DB16
Week 16	Dec 9-13	<b>Exam IV</b>	<b>Review Chapters 13-16</b>	<b>Exam IV</b>

**Therefore, this course requires 3 hours of class time plus a minimum of 6 hours of homework per week.**

### **IMPORTANT POLICIES AND RESOURCES**

#### **Academic Accommodations for Persons with Disabilities:**

Texas A&M University-San Antonio is committed to providing all students with reasonable access to learning opportunities and accommodations in accordance with The Americans with Disabilities Act, as amended, and Section 504 of the Rehabilitation Act. If you experience barriers to your education due to a disability or think you may have a disability, please contact Disability Support Services in the Central Academic Building, Suite 210, or at (210) 784-1335 or visit <https://www.tamusa.edu/index.html> or email us at [dss@tamusa.edu](mailto:dss@tamusa.edu). Disabilities may include, but are not limited to, attentional, learning, mental health, sensory, physical, or chronic health conditions. All students are encouraged to discuss their disability-related needs with Disability Support Services and their instructors as soon as possible.

#### **Academic Learning Center:**

The Academic Learning Center provides free course-based tutoring to all currently enrolled students at Texas A&M University-San Antonio. Students wishing to work with a tutor can make appointments through the Brainfuse online tutoring platform. Brainfuse can be accessed in the *Tools* section of Blackboard. You can contact the Academic Learning Center by emailing [tutoring@tamusa.edu](mailto:tutoring@tamusa.edu), calling (210) 784-1307, or visiting the Central Academic Building, room 202.

#### **Counseling/Mental Health Resources:**

As a college student, there may be times when personal stress interferes with your academic performance and/or negatively impacts your daily functioning. If you are experiencing emotional difficulties or mental health concerns, support is available to you through the Student Counseling Center (SCC). To schedule an appointment, call 210-784-1331 or visit Modular C, Room 166 (Rear entrance). All mental health services provided by the SCC are free and confidential (as the law allows). The Student Counseling Center provides brief individual and group therapy, crisis intervention, consultation, case management, and prevention services. **Crisis support is available 24/7 by calling the SCC at 210-784-1331 (after-hours select option '2')**. For more information and self-help resources, please visit [www.tamusa.edu/studentcounseling](http://www.tamusa.edu/studentcounseling).

### **Emergency Preparedness:**

JagE Alert is Texas A&M University-San Antonio's mass notification. In the event of an emergency, such as inclement weather, students, staff, and faculty, who are registered, will have the option to receive a text message, email with instructions and updates. To register or update your information visit: <https://tamusa.bbcportal.com/>. More information about Emergency Operations Plan and the Emergency Action Plan can be found here: <https://www.tamusa.edu/about-us/campus-information/safety/university-police-department/documents/emergency-operations-plan.pdf> and <https://www.tamusa.edu/about-us/campus-information/safety/university-police-department/documents/emergency-action-plan.pdf>. Download the SafeZone App for emergencies or call (210) 784-1911. Non-Emergency (210) 784-1900.

### **Financial Aid and Verification of Attendance:**

According to the following federal regulation, 34 CFR 668.21: U.S. Department of Education (DoE) Title IV regulation, a student can only receive Title IV funds based on Title IV eligibility criteria which include class attendance. If Title IV funds are disbursed to ineligible students (including students who fail to begin attendance), the institution must return these funds to the U.S. DoE within 30 days of becoming aware that the student will not or has not begun attendance. The faculty will provide the Office of Financial Aid with an electronic notification if a student has not attended the first week of class. Any student receiving federal financial aid who does not attend the first week of class will have their aid terminated and returned to the DoE. Please note that any student who stops attending at any time during the semester may also need to return a portion of their federal aid.

### **Writing, Language, and Digital Composing Center:**

The Writing, Language, and Digital Composing Center supports graduate and undergraduate students in all three colleges as well as faculty and staff. Tutors work with students to develop reading skills, prepare oral presentations, and plan, draft, and revise their written assignments. Our language tutors support students enrolled in Spanish courses and students composing in Spanish for any assignment. Our digital studio tutors support students working on digital projects such as eportfolios, class presentations, or other digital multimedia projects. Students can schedule appointments through JagWire under the Student Services tab. Click on "Writing, Language, and Digital Composing Center" to make your appointment. The Center offers face-to-face, synchronous online, and asynchronous digital appointments. More information about what services we offer, how to make an appointment, and how to access your appointment can be found on our website at <https://bit.ly/WLDCCenter>.

### **Broader Use of Generative AI Permitted Within Guidelines:**

Use of artificial intelligence (AI) tools, including ChatGPT, is permitted in this course for students who wish to use them. To adhere to our scholarly values, students must cite any AI-generated material that informed their work (this includes in-text citations and/or use of quotations, and in your reference list). Using an AI tool to generate content without proper attribution qualifies as academic dishonesty and violates Texas A&M-San Antonio's standards of academic integrity.

**Meeting Basic Needs:**

Any student who has difficulty affording groceries or accessing sufficient food to eat every day, or who lacks a safe and stable place to live and believes this may affect their performance in the course, is urged to contact the Dean of Students (DOS@tamusa.edu) for support. Furthermore, please notify the professor if you are comfortable in doing so. This will enable them to provide any resources they may possess.

**Military Affairs:**

Veterans and active-duty military personnel are welcomed and encouraged to communicate, in advance if possible, and in special circumstances (e.g., upcoming deployment, drill requirements, disability accommodations). You are also encouraged to visit the Patriots' Casa in-person room 202, or to contact the Office of Military Affairs with any questions at military.va@tamusa.edu or (210)784-1397.

**Religious Observances:**

Texas A&M University-San Antonio recognizes the diversity of faiths represented among the campus community and protects the rights of students, faculty, and staff to observe religious holidays according to their tradition. Under the policy, students are provided an opportunity to make up any examination, study, or work requirements that may be missed due to a religious observance provided they notify their instructors before the end of the second week of classes for regular session classes.

**The Six-Drop Rule:**

Students are subject to the requirements of Senate Bill (SB) 1231 passed by the Texas Legislature in 2007. SB 1231 limits students to a maximum of six (6) non-punitive course drops (i.e., courses a student chooses to drop) during their undergraduate careers. A non-punitive drop does not affect the student's GPA. However, course drops that exceed the maximum allowed by SB 1231 will be treated as "F" grades and will impact the student's GPA.

**Statement of Harassment and Discrimination:**

Texas A&M University-San Antonio is committed to the fundamental principles of academic freedom, equality of opportunity and human dignity. To fulfill its multiple missions as an institution of higher learning, A&M-San Antonio encourages a climate that values and nurtures collegiality and the uniqueness of the individual within our state, nation, and world. All decisions and actions involving students and employees should be based on applicable law and individual merit. Texas A&M University-San Antonio, in accordance with applicable federal and state law, prohibits discrimination, including harassment, based on race, color, sex, religion, national origin, age, disability, genetic information, veteran status, sexual orientation, gender identity, gender expression, or pregnancy/parenting status. Individuals who believe they have experienced harassment or discrimination prohibited by this statement are encouraged to contact the appropriate offices within their respective units. Texas A&M University-San Antonio faculty are committed to providing a safe learning environment for all students and for the university. If you have experienced any form of sex- or gender-based discrimination or harassment, including sexual assault, sexual harassment, domestic or dating violence, or stalking, know that help and support



are available. A&M-San Antonio's Title IX Coordinator can support those impacted by such conduct in navigating campus life, accessing health and counseling services, providing academic and housing accommodations, and more. The university strongly encourages all students to report any such incidents to the Title IX Coordinator. Please be aware that all A&M-San Antonio employees (other than those designated as confidential resources such as counselors and trained victim advocates) are required to report information about such discrimination and harassment to the university. This means that if you tell a faculty member about a situation of sexual harassment or sexual violence, or other related misconduct, the faculty member must share that information with the university's Title IX Coordinator ([titleix@tamusa.edu](mailto:titleix@tamusa.edu), 210-784-2061, CAB 439K). If you wish to speak to a confidential employee who does not have this reporting requirement, you can contact the Student Counseling Center at (210) 784-1331 or visit them in Madla 120.

### **Pregnant/Parenting Students:**

Texas A&M-San Antonio does not require a pregnant or parenting student, solely because of that status or issues related to that status, to (1) take a leave of absence or withdraw from their degree or certificate program; (2) limit the student's studies; (3) participate in an alternative program; (4) change the student's major, degree, or certificate program; or (5) refrain from joining or cease participating in any course, activity, or program at the University. The university will provide reasonable accommodations to pregnant students that would be provided to a student with a temporary medical condition and that is related to the health and safety of the student and the student's unborn child. These could include maintaining a safe distance from substances, areas, and activities known to be hazardous to pregnant individuals and their unborn child; excused absences because of illness or medical appointments; modified due dates for assignments; rescheduled tests/exams; taking a leave of absence; and being provided access to instructional materials and video recordings of lectures for excused absences, if these would be provided to any other student with an excused absence. Pregnant/parenting students are encouraged to contact the Title IX Coordinator with any questions or concerns related to their status ([titleix@tamusa.edu](mailto:titleix@tamusa.edu); 210-784-2061; CAB 439K). Texas A&M-San Antonio has also designated the Title IX Coordinator as the liaison officer for current or incoming students who are the parent or guardian of a child younger than 18 years of age. The Title IX Coordinator can provide students with information regarding support services and other resources.

### **Students' Rights and Responsibilities:**

The following statement of students' rights and responsibilities is intended to reflect the philosophical base upon which University Student Rules are built. This philosophy acknowledges the existence of both rights and responsibilities, which is inherent to an individual not only as a student at Texas A&M University-San Antonio but also as a citizen of this country.

#### *Students' Rights*

1. A student shall have the right to participate in a free exchange of ideas, and there shall be no University rule or administrative rule that in any way abridges the rights of freedom of speech, expression, petition, and peaceful assembly as set forth in the U.S. Constitution.
2. Each student shall have the right to participate in all areas and activities of the University, free from any form of discrimination, including harassment, based on race, color, national or ethnic origin, religion, sex, disability, age, sexual orientation, or veteran status in accordance with applicable federal and state laws.

3. A student has the right to personal privacy except as otherwise provided by law, and this will be observed by students and University authorities alike.
4. Each student subject to disciplinary action arising from violations of university student rules shall be assured a fundamentally fair process.

### *Students' Responsibilities*

1. A student has the responsibility to respect the rights and property of others, including other students, the faculty and administration.
2. A student has the responsibility to be fully acquainted with the published University Student Rules found in the Student Handbook, Student Code of Conduct, on our website, University Catalog and to comply with them, as well as federal, state, and local laws.
3. A student has the responsibility to recognize that student actions reflect upon the individuals involved and upon the entire University community.
4. A student has the responsibility to recognize the University's obligation to provide an environment for learning.
5. A student has the responsibility to check their university email for any updates or official university notification.

We expect that students will behave in a manner that is dignified, respectful, and courteous to all people, regardless of sex, ethnic/racial origin, religious background, sexual orientation or disability. Behaviors that infringe on the rights of another individual will not be tolerated. Students are expected to exhibit a high level of honesty and integrity in their pursuit of higher education. Students engaging in an act that violates the standards of academic integrity will find themselves facing academic and/or disciplinary sanctions. Academic misconduct is any act, or attempt, which gives an unfair advantage to the student. Additionally, any behavior specifically prohibited by a faculty member in the course syllabus or class discussion may be considered as academic misconduct. For more information on academic misconduct policies and procedures please review the Student Code of Conduct.

### **COVID-19 Protocol:**

Knowing your COVID-19 status can prevent you from spreading the virus to those around you by taking the necessary precaution of isolating or quarantining when appropriate.

- Please refrain from coming to campus if you are confirmed to have COVID-19 (by using a Rapid COVID-19 Test or completing a laboratory test) and ensure to self-report using the online COVID-19 Reporting Portal found at: [https://redcap.link/TAMUS\\_COVID\\_PORTAL](https://redcap.link/TAMUS_COVID_PORTAL). Guidance will be provided on when to return to campus.
- Please refrain from coming to campus if you had an exposure to COVID-19 that resulted in close contact (you were within 6 feet of an individual positive for COVID-19 for an accumulated time of 15 minutes or greater over a 24-hour period) until you meet the return to campus criteria. Ensure to self-report using the online COVID-19 Reporting Portal found at: [https://redcap.link/TAMUS\\_COVID\\_PORTAL](https://redcap.link/TAMUS_COVID_PORTAL) and please complete the RETURN TO CAMPUS FORM found at: [https://banner.tamusa.edu/ssomanager/c/SSB?pkg=zwtkjotf\\_jira.p\\_redirect?JotFormPage=220213195570044](https://banner.tamusa.edu/ssomanager/c/SSB?pkg=zwtkjotf_jira.p_redirect?JotFormPage=220213195570044).
- Please refrain from coming to campus if you have [COVID-19 symptoms](#) and consider testing immediately.

- For additional guidance, please reference the Community.Safety.TOGETHER webpage at: <https://www.tamusa.edu/community-safety-together/>.

### **Respect for Diversity:**

We understand that our students represent diverse backgrounds and perspectives. When we are equity-minded, we are aware of differences and inequalities and are willing to discuss them so we can act to resolve them. The University is committed to building cultural competencies, or the attitudes, skills, and knowledge that enable individuals and organizations to acknowledge cultural differences and incorporate these differences in working with people from diverse cultures. Respecting and accepting people different than you is vital to your success in the class, on campus, and as a future professional in the global community. While working together to build this community we ask all members to:

- Share their unique experiences, values, and beliefs.
- Be open to the views of others.
- Honor the uniqueness of their colleagues.
- Value each other's opinions and communicate respectfully.
- Keep confidential discussions that the community has of a personal (or professional) nature.
- Use this opportunity together to discuss ways in which we can create an inclusive environment in this course and across the A&M-San Antonio community.

### **Key Dates for Fall 2024 Semester:**

August 19 – Tuition & fee payment deadline

August 22 – Drop for non-payment

August 23 – Last day for students withdrawing to receive 100% refund for tuition

August 26 – First day of class

September 2 – Labor Day Holiday - No classes

September 3 – Last day to register

September 11 – Census Date

September 12 – Drop for non-payment

October 7-18 – Midterm grading period

November 11 – Last day to drop with an automatic grade of "W"

November 19 – Last day to withdraw from the university

November 27 – Study Day - No classes

November 28-30 – Thanksgiving break - No classes

December 5 – Last day of scheduled classes for weekday classes

December 6 – Study Day - No classes

December 7-13 – Final examinations

December 13 – End of term

December 16 – All grades due by noon

December 17 – Commencement

December 19 – Grades available in JagWire

The complete academic calendar is available online:

<https://www.tamusa.edu/academics/documents/AY2025-Academic-Calendar.pdf>