



Course Syllabus Fall 2026

Course Name: Business Principles

Course #: BUAD 1301.91C

CRN: 12214

Instructor: Marshall B. Lloyd, J.D., LL.M., JSD

Email: marshall.lloyd@tamusa.edu

Office: Hybrid

Phone: 210-323-3170 (not a problem to call or text me after hours)

Hours: Tuesday 9:30AM-10:45AM

Class Location: Central Academic 337

Class Days: Hybrid/Blended

Important Notice:

- Attendance is required!
- Class meets 1 day a week

Course Website: tamusa.blackboard.com

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

Format:

Paper

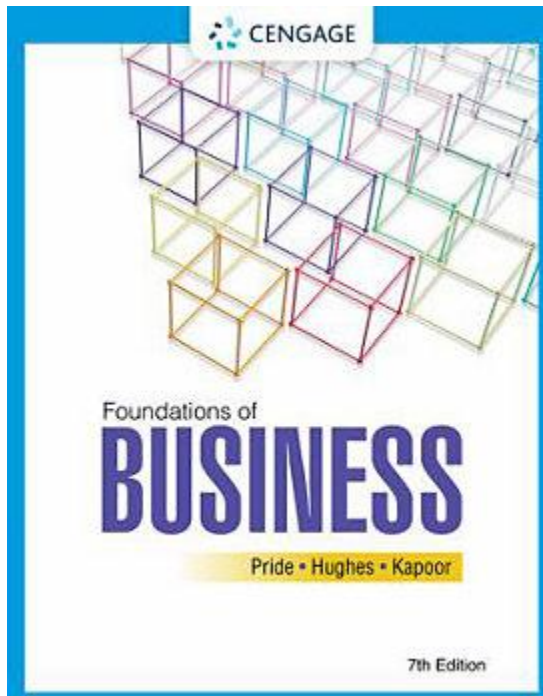
Author(s): Pride/Hughes/Kapoo

Publisher:

Cengage Learning

ISBN-13: 9780357717943

ISBN-10: 0357717945



Prerequisites: ENGL 1301 & ENGL 1302

Student Learning Outcomes: Upon completion of this course, you 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 Assessment: The College of Business is in the process of applying for AACSB accreditation. As part of that process, students will be assessed on program level outcomes based on course outcomes from various courses. The materials from this course may be used for assessing such program level outcomes, and hence students must follow the necessary rigor to ensure mastery of the above course outcomes.

Grading Policy:

Assignments	Number	Points	Total Points
Exams	4		200
Discussion Boards	10	DB 1 – 11 are 20 Pts. (the lowest grade of 11 discussion boards is dropped).	200
Total Points			400

360 – 400 = A

320 – 359 = B

280 – 319 = C

160 – 279 = D

Exams: There are 4 objective style exams (multiple choice) available in Blackboard that will cover the assigned readings. Exams will be due at 11:59 PM CST by Saturday 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 for 70 minutes.

Discussion Boards: There are 11 discussion topics assigned on Blackboard (the lowest score will be dropped) that are available on Monday and end on Saturday 12 NOON CST. You must submit your main response by Wednesday, and respond “at a minimum” to two others in class on two separate days. Your responses must be substantial contributions to the assignment, supported by sources (statutes, cases, articles). Use the university online library system to locate scholarly sources.

Attendance: Attendance is required. To be counted as present, you must attend the entirety of the class session. Arriving late or leaving early will count as a ½ absence. Attendance will be 10% of your course grade. Your attendance grade will be the percentage of classes you attended. This means that each class you miss lowers your attendance grade by about 3.57 points. If you must miss multiple classes for medical reasons or if you require accommodations, please provide documentation through the Dean of Students office or Disability Support Services. If you miss more than 6 classes each additional absence will deduct one point from your course grade.

Extra Credit: This is NO extra credit available in this course. [Not even if you email me at the end of the semester asking.

Academic Dishonesty: Any assignment found to contain plagiarized material or be the result of any academic dishonesty will receive a grade of zero. 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.

Make up and Late Assignment/Exam Policy:

Exams & Discussion Boards: There will be no make-up exams or discussion boards and no late exams or discussion boards will be accepted.

Exams: 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 evaluating 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.” 2019-2020 Catalog page 103

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

IMPORTANT POLICIES AND RESOURCES

Artificial Intelligence (AI) Policy: This course requires that all work submitted by students will be generated by the students themselves, working individually or in groups. Students should not have another person/entity do the writing of any portion of an assignment for them, which includes hiring a person or a company to write assignments and/or using artificial intelligence (AI) tools like ChatGPT. Use of any AI-generated content in this course qualifies as academic dishonesty and violates Texas A&M-San Antonio’s standards of academic integrity.

AACSB Assessment: The College of Business has received AACSB accreditation. Students will be assessed on program level outcomes based on course outcomes from various courses. The

materials from this course may be used for assessing such program level outcomes, and hence students must follow the necessary rigor to ensure mastery and retention of the above course outcomes.

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. Student must retain copies of all assignments and graded work for verification purposes and provide it to the instructor, if necessary. Keep own copies of all computer files and e-mails till final grade is received.
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 exams and assignments, a student should contact the instructor well in advance of 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 and voice messages within 2 business days (Monday-Friday).
8. All assignment submissions must be uploaded to Blackboard by the due date and time. Submission window may close or marked late, even if late by one second.

Anyone violating these policies may be subject to disciplinary actions.

Class Attendance and Participation: A vital part of every student's education is regular attendance of class meetings. Any absences tend to lower the quality of a student's work, and frequent or persistent absences may result in a failing grade. Students are responsible for the materials covered in class. The course covers a lot of material and most students find at least some parts of it difficult. Class participation is highly encouraged as it makes the class more interesting and enhances the learning experience. Students are strongly encouraged to ask questions, participate in class discussions and problem solving, and visit/contact the instructor during office hours in case of questions or concerns. Good attendance and participation will be rewarded when final grades are assigned.

The course is intensive and challenging and you are expected to master the materials presented in class. The structure of the class makes your individual study and preparation outside of class extremely important, and may vary considerably based on student background. However, a minimum of two hours of work outside the class is expected for every one hour of class period per week. Reading the assigned chapter(s) and having some familiarity with them before class will be very useful for understanding lectures.

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. 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.

Counseling Resources: As a college student, there may be times when personal stressors interfere with your academic performance and/or negatively impact your daily functioning. If you or someone you know is experiencing life stressors, emotional difficulties, or mental health concerns at Texas A&M University – San Antonio, please contact the Student Counseling Center (SCC) located in Modular C, Room 166 (Rear entrance) or call 210-784-1331 between the hours of 8:00AM and 5:00PM, Monday – Friday. All mental health services provided by the SCC are free, confidential (as the law allows), and are not part of a student’s academic or university record. SCC provides brief individual and group therapy, crisis intervention, consultation, case management, and prevention services. For more information, please visit www.tamusa.edu/studentcounseling

In a crisis situation, please walk-in to the Student Counseling Center (SCC) any time between the hours of 8:00AM and 5:00PM, Monday – Friday, to be seen by a clinician. For after-hours support, please call 210-784-1331. Please contact UPD at 911 if harm to self or harm to others is imminent.

Jaguar Writing Center: The Jaguar Writing Center provides writing support to graduate and undergraduate students in all three colleges. Writing tutors work with students to develop reading skills, prepare oral presentations, plan, draft, and revise their written assignments. Students can schedule appointments with the Writing Center in JagWire under the student services tab. 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://www.tamusa.edu/college-of-arts-and-sciences/language-literature-arts/english/writing-center/index.html>. The Writing Center can also be reached by emailing writingcenter@tamusa.edu.

Academic Learning Center: All currently enrolled students at Texas A&M University-San Antonio can utilize the Academic Learning Center for subject-area tutoring. The Academic Learning Center is an appointment based center where appointments are made through the Navigate platform. Students access Navigate through Jagwire in the Student Services tab. The Center is active on campus outreaching to students to highlight services offered. You can contact the Academic Learning Center by emailing tutoring@tamusa.edu or calling (210)-784-1332. Appointments can also be made through JagWire under the services tab.

University Email Policy and Course Communications: All correspondence between professors and students must occur via University email accounts. You must have Jaguar email account ready and working. If it is not working, contact the help desk at 210-784-4357.

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. In addition, you may notify the instructor if you are comfortable doing so.

Military Affairs: Veterans and active-duty military personnel are welcomed and encouraged to communicate, in advance if possible, about 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@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 A&M System 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.

Drop Policy: You may drop the course with an automatic grade of W on or before the date listed in the academic calendar at www.tamusa.edu. The last date to drop a course, or withdraw from the University is also indicated in the academic calendar on the university website (www.tamusa.edu). If you wish to drop the class, you must submit the necessary paperwork to the proper authority. Students dropping a course are subject to all conditions listed in the university catalog.

Academic Accommodations for Persons with Disabilities: The Americans with Disabilities Act of 1990, as amended, and the Rehabilitation Act of 1973 are federal anti-discrimination statutes that provide comprehensive civil rights protection for individuals with disabilities. Title II of the ADA and Section 504 of the Rehabilitation Act require that students with disabilities be guaranteed equal access to the learning environment through the provision of reasonable and appropriate accommodations of their disability. If you have a disability that may require an accommodation, please contact Disability Support Services (DSS) for the coordination of services. The phone number for DSS is (210) 784-1335 and email is dss@tamusa.edu.

Emergency Preparedness: JagE Alert is Texas A&M University-San Antonio's mass notification system. In the event of an emergency, such as inclement weather, students, staff, and

faculty who are registered in JagE Alert, will have the option to receive a text message, email, and/or phone call with instructions and updates. To register or update your information visit: <https://tamusa.bbcportal.com/>.

More information about Emergency Preparedness and the Emergency Response Guide can be found here: <https://www.tamusa.edu/upd/index.html>.

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, diversity, pluralism, 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, on the basis of race, color, sex, religion, national origin, age, disability, genetic information, veteran status, sexual orientation, gender identity, or gender expression. 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 helping create a safe learning environment for all students and for the university as a whole. 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 has staff members trained to support survivors 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 university. Please be aware that all A&M-San Antonio employees (other than those designated as confidential resources such as counselors and other healthcare providers) are required to report information about such discrimination and harassment to the university. This means that if you tell a faculty member about an incident of sexual harassment or sexual violence, or other related misconduct, the faculty member must share that information with the university's Title IX Coordinator. If you wish to speak to a confidential employee who does not have this reporting responsibility, you can contact the Student Counseling Center at (210) 784-1331, Modular C.

Students' Rights and Responsibilities: The purpose of the following statement is to enumerate the essential provisions of students' freedoms and responsibilities to learn at Texas A&M University-San Antonio. All students are required to follow all policies and regulations as set forth by The Texas A&M University System, including the A&M-San Antonio Student Code of Conduct.

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 procedure 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, on the basis of race, color, national

or ethnic origin, religion, sex, disability, age, sexual orientation, gender identity, gender expression, genetic information, 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 staff, and the administration.

2. A student has the responsibility to be fully acquainted and compliant with the University Student Rules found in the Student Handbook, Student Code of Conduct, on our website, and in the University Catalog.

3. A student has the responsibility to recognize that student actions reflect upon the individuals involved and upon the entire University community.

Violations of Academic Conduct (Section 14.5 Student Handbook)

As a member in an academic community, students at Texas A&M University-San Antonio are expected to exhibit a high level of honesty and integrity in their pursuit of higher education, be mature, be self-directed and be able to manage their own affairs. Students who are unwilling to abide by these basic expectations will find themselves facing academic and/or disciplinary sanctions. Students are expected to share in the responsibility and authority with faculty and staff to challenge and make known acts that violate the Texas A&M University-San Antonio Code of Conduct. For more information, please visit the Office of Student Rights & Responsibilities website <http://bit.ly/TAMUSASStudentRR>.

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. Academic misconduct includes, but is not limited to, cheating, plagiarism, prohibited use of artificial intelligence, multiple submissions, collusion, lying, and bribery. For more information, refer to the Student Code of Conduct, Article III: Conduct Rules and Regulations. Texas A&M University-San Antonio faculty has the discretion to impose grade penalties as deemed necessary.

Faculty members are required to report such serious breaches of academic honesty to their chair, their dean and the Office of Student Rights and Responsibilities. In cases of academic misconduct, students may be subject not only to grade sanctions in courses but to disciplinary action. Grade sanctions may be imposed only by faculty members, but suspension or expulsion may be imposed only by the Vice President for Student Affairs. If a student wishes to appeal the decision of suspension or expulsion due to violations of academic misconduct, they must initiate their appeal as outlined within the Student Code of Conduct. Extenuating circumstances may cause the University to deviate from the defined time frames.

All student term papers and other written assignments are subject to analysis by anti-plagiarism and anti-AI software. Posting of any class work given to student, or solutions, or discussion, on publicly accessible forums, social media, or artificial intelligence is not permissible.

Considering the potential consequences of academic misconduct, it is obviously in students' best interests to avoid even the appearance of such behavior. If a student is unclear whether a specific act might constitute academic misconduct, please she/he should contact the instructor for an assessment of the situation.

Key Dates For Fall 2023 Semester

The complete academic calendar is available online:

Key Dates

Drop for non-payment	Aug. 20
Last Day for students to withdraw to receive 100% tuition	Aug. 21
Classes Begin	Aug. 24
Last day to register for Fall 2023 16-week Session	Aug. 31
Census Date. Also, last date to apply for Fall 2023 graduation	Sept. 9
Labor Day Campus Closed	Sept. 7
Students dropped for Non-Payment	Sept. 9
Last day to drop with an automatic "W"	Nov. 13
Thanksgiving	Nov. 25-28
Last day to drop a course or withdraw from the University	Nov. 30
Last day of Scheduled Classes	Dec 4
Final Exams	Dec. 5-11
End of Term	Dec. 11

The complete academic calendar is available online:

<https://www.tamusa.edu/provost/faculty/fallspringsummercalendars/spring-2023.html>

Course Schedule

Week	Week of Date	Topic	Read Before Class	Assignment
Week 1	Aug. 24 – 29	Introduction	Review Syllabus	Discussion Board 1
Week 2	Aug. 31-Sept. 5	Business, Economics & Ethics	Chapter 1 & 2	Discussion Board 2
Week 3	Sept. 7- 12	Global Business	Chapter 3	Discussion Board 3
Week 4	Sept. 14-19	Forms of Business Ownership	Chapter 4	Discussion Board 4
Week 5	Sept. 21- 26	Exam I (covers chapters 1 – 4)		
Week 6	Sept. 28-Oct. 3	Small Businesses, Management	Chapter 5 & 6	Discussion Board 5
Week 7	Oct. 5-10	Business Organization & Production	Chapter 7 & 8	Discussion Board 6
Week 8	Oct. 12- 17	Exam II (covers chapters 5-8)		

Week 9	Oct. 19-24	Employees & Motivation	Chapter 9 & 10	Discussion Board 7
Week 10	Oct. 26-31	Customer Relationships	Chapter 11 & 12	Discussion Board 8
Week 11	Nov. 2-7	Exam III (covers chapters 9-12)		
Week 12	Nov. 9-14	Promoting Products	Chapter 13	Discussion Board 10
Week 13	Nov. 16-21	Social Media & e-Business	Chapter 14	Discussion Board 11
Week 14	Nov. 23-28	Thanksgiving	Review	
Week 15	Nov. 30-5	Accounting & Financial Management	Chapters 15 & 16	Discussion Board 12
Week	Dec. 5 - 9	Exam IV (chapters 13-16)		