



TEXAS A&M UNIVERSITY  
**SAN ANTONIO**

BUAD 1301.905 Business Principles CRN 24840, SP2026  
Department of Management and Marketing, College of Business

### **Course Syllabus**

**Class Meeting Time and Place:** Hybrid-Blended

**Class Duration:** 01/26/2026 – 05/11/2026

**Instructor:** Mr. Nonie C. Cabana

Tel: 808 277 -3033 (text gets a quick reply).

Email: ncabana@tamusa.edu

Student emails will receive a reply within two business days

<https://tamusa.blackboard.com/>

**Course Website:**

**Class Hours:** **6 pm to 7:15 pm**, Mon, Classroom Hall, Room 207

**Office Hours:** Virtual Office hours: Mon - Fri 9:30 am to 5:30 pm by appointment

**Catalog Course Description:** A survey of the functional areas of business. Major topics include: the economic, legal, social and global environment in which modern businesses operate; social responsibilities of business; forms of business ownership; functions and responsibilities of managers; and fundamental concepts of marketing, accounting, finance, information management, and labor relations and human resource management.

**Prerequisites:** None

#### **Student Learning Outcomes:**

**After completing BUAD 1301, the student will be able to:**

- Correctly define and use a variety of business-related terms.
- Conduct basic research on business topics using the Internet and other resources and clearly communicate the results of that research in written form.
- Describe the key elements of the business environment.
- Identify the major stakeholders in a business enterprise.
- Describe the advantages and disadvantages of the four major forms of business ownership.
- Discuss how securities markets meet the needs of both businesses and investors
- Explain the significance of accounting for the internal and external stakeholders of a company.
- Describe the way a firm can finance its operations.
- Describe the key elements involved in marketing a company's goods and services.
- Explain the role of operations management in producing and distributing a company's goods and services.
- Describe the basic functions performed by managers.

## Required Materials:

- **Understanding Business: The Core, Third Edition**, by Nickels/McHugh/McHugh ISBN: The Connect Code is required to complete assignments/quizzes & exams. It comes with an eBook and if you decide, you want a loose-leaf copy of the book you can get one for \$25 with the Connect Code.

- **clicking <https://mh.my.site.com/CXG/s/article/Connect-Blackboard>**

## Resources-for-students

- Blackboard: Connect to <http://tamusa.blackboard.com>. You will have SmartBook (readings+integrated quizzes), written assignments, PowerPoint slides, recorded Zoom chapter lectures, and other supplementary materials in Connect. Check announcements, emails, and class communications through Blackboard and Connect daily.
- **Computer Hardware:** In order to participate in the tutoring sessions you will need a computer with an internet connection, a microphone and speakers/headphones.
- **Time Expectations for coursework:** You are expected to spend 4-8 hours per week for the course. Based on the background, some students may require more time. Time spent may be longer when assignment/exams are due.
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**Other Recommended / Reading Materials:** Additional reading materials are available on the course website as recommended by the instructor.

## ***Course Requirements every student must fulfill in order to succeed in course:***

1. Students should check the Course Calendar, Announcements, and Messages (e-mail) systems in Blackboard on a regular basis.
2. Students should keep current with all course assignments, quizzes, and examinations.
3. Students should ask questions and communicate with the instructor either in class, online, off-line or during office hours.
4. For all classwork, exams, quizzes etc., if a student is completing it off-campus, then they are responsible for availability of internet connectivity. Extensions will not be granted for lack of availability of internet connections.
5. Students should remember that online and hybrid courses assume greater responsibility and independent learning skills by the student for their own learning outcomes.
6. ***The College of Business has scheduled a series of activities designed to enrich your undergraduate learning experience. A detailed schedule of the activities, including dates and times, will be provided.***
7. ***Participation in one activity is a mandatory component of this course and contributes to 10% of your overall grade.***
8. ***Failure to meet the participation requirement without documentation may result in a reduction of your grade for the course. Please contact your instructor immediately if you anticipate challenges with fulfilling this requirement so accommodation can be discussed.***

**Grading Policy:** The final course grade will be based on your performance on the quizzes, exams, assignments and class participation using the following weights:

Weekly Homework Assignments in Connect	250%
• Connect Orientation Videos	
• Smartbook 2.0 Student Orientation	
• Application-Based Activity Orientation Video	
• Succeeding in Your Online Course	
• Chapter Smartbook Assignments	
• Chapter Assignments	
• Manager's Hotseat Cases/Mini Cases	
Weekly Quiz	20%
Weekly Connect Due Diligence	20%
<b>Class Participation/Attendance</b>	<b>30%</b>
Team Project Presentations	20%
Site Visit (Prof Vinaja)	10%
Total	100%

The final letter grades will be assigned as follows: Above 90%  $\Rightarrow$  A; 80 – 89%  $\Rightarrow$  B; 70 – 79%  $\Rightarrow$  C; 60 – 69%  $\Rightarrow$  D; Below 60%  $\Rightarrow$  F.

**Online Homework:** Each week you will have a variety of homework assignments that highlight various topics and learning styles in each chapter. You will have seven days to cover these assignments. At the end of each week, these assignments will be closed and another set of homework assignments will be opened.

**Make up and Late Assignment/exam/quiz policy:**

**As a general rule, make-ups or late submissions will NOT be offered or accepted for any missed assignments/exams/quizzes.** Late submissions or make-ups may be accepted/administered only in extra-ordinary circumstances such as an excused official university activity, a severe illness, or a dire emergency. However, you must provide documentation either before or within a few days of the missed assignment/quiz/exam.

**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. Three absences from the class without valid excuses would be dropped from the class.**
- It is the students' responsibility to obtain and be able to use the required materials and software for this class.
- Student must retain copies of all assignments and graded work for verification purposes. Keep copies of all computer files and e-mails.
- Talking while the instructor is lecturing is disruptive and discourteous.**
- For any questions about the exams and assignments, a student should contact the instructor, before the day they are due, so the instructor may have enough time to provide feedback.
- 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 and

reference the course name and number.. The instructor will reply to a student e-mail messages within 24 hours during week days (Monday-Friday).

7. **All assignment submissions must be uploaded by the due date.**

## SP2026 BUAD 1301 Class Schedule

The provisions and information set forth in the schedule below are intended to be informational and not contractual in nature. The instructor reserves the right to amend, alter, change, delete or modify the provisions of the schedule.

Week of:	Chapter/Activity
Wk 1: Jan 26	<p>Introduction to course. Read syllabus, watch introductory/orientation videos, and complete Connect orientation Lecture Chapter 1: Exploring the Business Environment and Economics, complete your connect assignments.</p> <p>Complete Quiz 1</p> <p>Mystery Question</p> <p>Team Huddle (<b>use polling tools like Kahoot, Poll Everywhere or Mentimeter for live polls—apply to power point slides</b>).</p> <p><b><i>The College of Business has scheduled a series of activities designed to enrich your undergraduate learning experience. A detailed schedule of the activities, including dates and times, will be provided.</i></b></p> <p><b><i>Participation in one activity is a mandatory component of this course and contributes to 10% of your overall grade.</i></b></p> <p><b><i>Failure to meet the participation requirement without documentation may result in a reduction of your grade for the course. Please contact your instructor immediately if you anticipate challenges with fulfilling this requirement so accommodation can be discussed.</i></b></p> <p><b><i>Point of contact: Dr. Robert Vinaja.</i></b></p>
Wk 2: Feb 2	<p>Lecture Chapter 2-Doing Business in Global Markets- complete your connect assignments—Smart Book, Assignments, Manager's Hot Seat Case, Quiz 1.</p> <p><b>Simulations and Role Playing: China—beneficial or detrimental US global partner.</b> Random selection of actors—CEO, COO, CFO and Chief Strategic Officer. Select two teams and present their findings to the class.</p> <p>Mystery Question</p> <p>Team Huddle</p>

Wk 3: Feb 9	<p>Lecture Chapter 3- Demanding Ethical and Socially Responsible Behavior-, complete your connect assignments-- Smart Book, Assignments, Manager's Hot Seat Case, Quiz 3.</p> <p><b>Debate: Hiring Relatives—Good or Bad Practice</b> (Random selection of players—COO, HRO, Supervisor</p> <p>Mystery Question</p> <p>Team Huddle</p>
Wk 4:Feb 16	<p>Lecture Chapter 4: How to Form a Business, complete your connect assignments-- Smart Book, Assignments, Mini Case, and Quiz 1.</p> <p>Mystery Question</p> <p><b>Think-Pair-Share:</b> Address topic above. Random selection of players. Two pairs. Students think individually, discuss in pairs, then share with the class.</p> <p>Team Huddle</p>
Wk 5: Feb 23	<p>Lecture Chapter 5- Entrepreneurship and Starting a Small Business, complete your connect assignments-- Smart Book, Assignments, Manager's Hot Seat Case, Quiz 5.</p>
Wk 6: March 2	<p>Lecture Chapter 6- Management and Leadership, complete your connect assignments-- Smart Book, Assignments, Manager's Hot Seat Case, Quiz 6.</p>
Wk 7: March 9	<p>Spring Break.</p> <p>Do your weekly due diligence online connect.</p> <p>Chapter 7: Structuring Organizations for Today's Challenges, complete your connect assignments-- Smart Book, Assignments, Manager's Hot Seat Case, Quiz 7.</p>
Wk 8: March 16	<p>Lecture Chapter 8: Production and Operations Management, complete your connect assignments-- Smart Book, Assignments, Manager's Hot Seat Case, Quiz 8.</p> <p><b>Mid Semester Survey—what works and what didn't? Write your thoughts on the whiteboard.</b></p> <p>Mystery Question</p> <p>Team Huddle</p>
Wk 9:March 23	<p>Lecture Chapter 9: Motivating Employees, complete your connect assignments-- Smart Book, Assignments, Manager's Hot Seat Case, Quiz 9.</p> <p><b>Simulations and Role Playing –High Attrition Rates</b> (random selections of three players—CEO, HR Director and Union Steward). Professor provides guidance to each actor.</p> <p>Mystery Question</p> <p>Team Huddle.</p>

1Wk 10: March 30	<p>Lecture Chapter 10: Human Resource Management: Finding and Keeping the Best Employees, complete your connect assignments-- Smart Book, Assignments, Manager's Hot Seat Case, Quiz10.</p> <p>Mystery Question</p> <p><b>Debate On Ethical Issues Hiring Relatives</b> (random selection of three students)</p> <p>Team Huddle</p>
Wk 11: Apr 6	<p>Lecture Chapter 11: Marketing: Helping Buyers Buy, complete your connect assignments Smart Book, Assignments, Manager's Hot Seat Case, Quiz 11</p> <p><b>Think-Pair-Share—USMCA—will new tariff be beneficial or detrimental?</b></p> <p><b>Random selection of two pairs. Discuss in pairs and then share with the class.</b></p> <p>Mystery Question</p> <p>Team Huddle</p>
Wk 12: Apr 13	<p>Lecture Chapter 12: Managing the Marketing Mix: Product, Price, Place, and Promotion, complete your connect assignments-- Smart Book, Assignments, Mini Case, Quiz 12.</p> <p>Complete Quiz 12</p> <p><b>Case Study: Randomly</b> select three pairs to discuss COSTCO, Buckeyes and Carvana and present findings to the class.</p> <p>Mystery Question</p> <p>Team Huddle</p>
Wk 13: Apr 20	<p>Lecture Chapter 13: Using Technology to Manage Information, complete your connect assignments-- Smart Book, Assignments, Mini Case, Quiz 13.</p> <p><b>One-Minute Papers:</b> At the end of the class, students write one thing they learned and one question they still have.</p> <p>Mystery Question</p> <p>Team Huddle</p> <p><b>Team Project Presentations Review (100% complete),</b></p>
Wk 14: Apr 27	<p>Complete your connect assignments-- Smart Book, Assignments, Manager's Hot Seat Case, Quiz 14</p> <p><b>Reflection: Students write one of the key take aways from the class on the board.</b></p> <p>Mystery Question</p> <p>Team Huddle</p>
Wk 15: May 4	<p>Study Day: May 5</p> <p>Off this week.</p>
Wk 16: May 11	<p>Team Project Presentations</p> <p>Mystery Question</p> <p><b>Celebrating Success:</b> Tools to operate business.</p> <p>Bragging Rights Individual Awards</p>

## **Proposed Team Project Presentations Topic/Thesis:**

Starbucks: Secret Sauce for Its Vast Empire.

McDonalds: Evolution from local, state, regional, national and global.

Steve Jobs: Reveal His Secrets for the Cell Phone Revolution.

Jeff Bezos Vs. Elon Musk: Who Are Supreme?

Downfall of Sears and Roebuck: Can It be Resurrected.

Amazon: Did the Leaders Fall Behind the Wheel After COVID-19?

AI: Multipliers or Killers?

Star Base City: New Frontier: New Opportunities

Desired Qualities to Succeed in Business

## **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.

## **IMPORTANT POLICIES AND RESOURCES**

**Academic Accommodations for Individuals 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, Disability Support Services is located in the Central Academic Building, Suite 210. You can also contact us via phone at (210) 784-1335, visit us <https://www.tamusa.edu/>

**Disability Support-Services**/index.html or email us at 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 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 stressors interfere with your academic performance and negatively impact 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 Madla 120. 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. For more information on SCC services visit <http://tamusa.edu/studentcounseling> Crisis support is available 24/7 by calling the SCC at 210-784-1331. Additionally, the TELUS Student Support App provides a variety of mental health resources to including support for in the moment distress, an anonymous peer-to-peer support network, mental health screenings, podcasts, and articles to improve your mental wellbeing.

**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/emergency-management/> Download the SafeZone App (<https://safezoneapp.com/>) 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. Faculty will provide the Office of Financial Aid with an electronic notification if a student has not attended by the published Census Date (the first week of class).

Any student receiving federal financial aid who does not attend prior to the published Census Date (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://www.tamusa.edu/academics>.

**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 submit a CARE referral ([https://www.tamusa.edu/university-policies/Student Rights-and-Responsibilities/file-a-report.html](https://www.tamusa.edu/university-policies/Student%20Rights-and-Responsibilities/file-a-report.html)) for support. Furthermore, please notify the professor if you are comfortable in doing so. This will enable them to direct you to available resources. **Office Hours:** All faculty with teaching assignments should include regularly scheduled office hours on each syllabus in addition to "by appointment." Please review your appointment letter for the number of weekly office hours you are expected to set. Regularly scheduled office hours should also be posted outside your office door (where applicable). **Military Affairs:** Veterans and active-duty military personnel are welcomed and encouraged to visit the Office of Military Affairs for any question involving federal or state VA Education Benefits. Visit the Patriots' Casa building, room 202, or to contact the Office of Military Affairs with any questions at [military.va@tamusa.edu](mailto: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 with an opportunity to make up any examination, study, or course 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, equal 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 on our campus and within our state, nation, and world. All decisions and actions involving students and employees are to 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, or pregnancy/parenting status. Individuals who believe they have experienced harassment or discrimination prohibited by this statement are encouraged to contact the University's Civil Rights Officer at 210-784-2061 or [titleix@tamusa.edu](mailto:titleix@tamusa.edu).

**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 such reasonable modifications to pregnant students as would be provided to a student with temporary medical condition that are 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.

**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.

