



TEXAS A&M UNIVERSITY
SAN ANTONIO

BUAD 1301:900, **Business Principles**, Spring 2026, CRN: 24397
Department of Management and Marketing, College of Business

Course Syllabus

Class Meeting Time and Place: Wednesday from 2:00 – 3:15PM, BLH 156 (Business Library Hall)
Class Duration: 01/20 - 05/12
Instructor: Daniel M. Rendon, MBA
Office: CAB 223
Tel: 210-784-4305 (leave a voicemail)
E-Mail: dmrendon@tamusa.edu
Student emails will receive a reply within two business days.
Required to have a response time for student communications
Course Website: <https://tamusa.blackboard.com/>
Office Hours: None.

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.

Course Objectives: This course will introduce students to the concept of organizational management. Among the major topics in this class, we will discuss the history and evolution of management, the four functions of management, various managerial activities, top management team decision-making and strategy making, corporate social responsibility, ethics, globalization, diversity, teams, and human resource management.

Prerequisites: Prerequisite(s): ENGL 1301 and ENGL 1302.

Student Learning Outcomes: After successful completion of this course, students will be able to:

1. Identify the historical basis for and sources of American law, classify the types of law and outline key elements of the U.S. Constitution.
2. Outline the structure of federal and state court systems, describe the steps in litigation and explain the main forms of alternate dispute resolution.
3. Define and explain the basic elements of a contract, apply them to specific cases and explain
4. contract defenses.
5. Determine when a contract is breached and select the appropriate remedy for breach.
6. Explain the difference between intentional torts, negligence and strict liability, and the applicable defenses and the remedies available for each.
7. Describe the purpose of criminal law, identify the elements of certain specific crimes, choose

- among available defenses and apply punishment for criminal violations.
8. Explain the difference between real and personal property, describe the means of ownership and outline basic principles of bailment.
 9. Outline basic agency and employment law principles, explain the role of the independent contractor, and describe basic labor laws.
 10. Provide the key elements of sole proprietorships, partnerships, and corporations, and explain the advantages and disadvantages of each.
 11. Classify and explain the types of intellectual property and identify cybercrimes.

AACSB Assessment:

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

Required Materials:

- **Textbook:** *Foundations of Business*, 7th Edition, by William M. Pride, Robert J. Hughes, and Jack R. Kapoor. ISBN-9780357717943 **Course Key: GWMT-J3R2-JOOP-HIEM**
- **Blackboard:** Connect to [Blackboard here](#). You will have lecture notes, solutions to problems, multimedia materials and other supplementary materials in Blackboard.
- **Time Expectation for coursework:** You are expected to spend 4-8 hours per week on the course. Based on the background, some students may require more time. Time spent may be longer when assignments/exams are due.

Course Requirements every student must fulfill to succeed in this course:

1. Students should check the Course Calendar and Announcements, in Blackboard regularly.
2. Students should keep current with all course assignments, quizzes, and examinations.
3. If the course uses remote proctoring for exams, students must schedule their exams early in the semester.
4. Students should ask questions and communicate with the instructor via email only.
5. For all classwork, if a student is completing it off-campus, they are responsible for the availability of internet connectivity. Extensions will not be granted for lack of availability of internet connections.
6. If an incident occurs where you have issues submitting assignments due to a technical issue, **you must provide a picture or screenshot of the webpage**, for an extension.
7. Students should remember online courses assume greater responsibility and independent learning skills by the student for their own learning outcomes.

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

Participation	10%
Business Trip	10%
Weekly Assignments	40%
Mid-term Exam	20%
<u>Final Paper</u>	<u>20%</u>
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. This course has a requirement of a grade of D as a minimal grade for satisfactory completion of this course.

Midterm and Final Examination: There will be a mandatory mid-term exam in person and a mandatory final exam (as per the university schedule). Missing any exam will result in a grade of zero for that exam and may result in a failing grade in the course. The midterm exam will consist of conceptual multiple-choice questions. The Final exam will be a comprehensive paper that comes from your notes, course materials, and other textbook resources. The questions will emphasize understanding and applications of concepts and topics covered in class.

Assignments and Quizzes: There will be two weekly assignments per week, a midterm exam, and two research papers, and a final exam during the course. Individual assignment due dates will be posted through Blackboard, MindTap, and the syllabus. The two quizzes will consist of conceptual multiple-choice questions.

Important:

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.

Participation in one activity is a mandatory component of this course and contributes to 10% of your overall grade.

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 accommodations can be discussed.

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 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/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. 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.

Spring 2026 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 #	Week of:	Content Covered	Due Dates:
1	January 19	Class Familiarization/Intro & Syllabus	N/A
2	January 26	Chapter 1 – The Environment of Business	
3	February 2	Chapter 2 - Ethics and Social Responsibility in Business	
4	February 9	Chapter 3 - Global Business	
5	February 16	Chapter 5 - Small Business, Entrepreneurship, and Franchises	
6	February 23	Chapter 6 - Understanding the Management Process OOO this week.	
7	March 2	Midterm Exam (in Person)	
8	March 9	Spring Break – NO CLASS	
9	March 16	Chapter 7 Creating a Flexible Organization	
10	March 23	Chapter 10 - Motivating and Satisfying Employees	
11	March 30	Chapter 11 - Building Customer Relationships Through Effective Marketing	

12	April 6	Chapter 14 Exploring Social Media and e-Business	
13	April 13	Chapter 15 Using Management and Accounting Information	
14	April 20	Chapter 16 Mastering Financial Management	
15	April 27	Last Class Day	
16	May 4	Final Exam	
17	May 12	<i>End of Terms Grades in by May 15</i>	

No Use of Generative AI Permitted

This course assumes 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.

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 accommodation of their disability. If you have a disability that may require 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.

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.

Counseling 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 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. After-hours crisis support is available by calling 210-784-1331 (select option “2”). Please contact UPD at 911 if harm to self or harm to others is imminent.

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. To find more information, please visit our [Student Counseling Website](#).

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 and/or phone call with instructions and updates. To register or update your information visit the [Emergency Notification System portal](#).

More information about [Emergency Preparedness and the Emergency Response Guide](#) can be found following the link.

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.

Meeting Basic Needs

If you face challenges securing food, housing or other basic needs, you are not alone, and A&M- San Antonio can help during this time of crisis. We invite you to learn about the many resources available to support you by visiting the [Dean of Student's website](#) or by reaching out via dos@tamusa.edu. Additionally, it is not unusual for students to encounter temporary illness or injuries that may interfere with your academic success. Students may request temporary illness/disability assistance by reaching out to the [Dean of Student's Office](#) (210) 784-1354. If you are comfortable doing so, please notify the professor of any issues so that they may provide additional resources.

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.

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.

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, 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 a situation of sexual harassment, 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 for the student freedom and responsibility 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. This includes 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, genetic information, veteran status, gender identity, or gender expression 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 the 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 students must comply with them and the laws of the land.
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.
6. 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.

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. To find more information about what services we [contact the Writing, Language, and Digital Composing Center](#).

Key Dates for Spring 2026 Semester

The [Spring 2026 academic calendar](#) can be located in the link.