

Administrative Master Syllabus

Course Information

Course Title	Business Principles
Course Prefix, Num. and Title	BUSI 1301 Business Principles
Division	Technology and Business
Department	Business Office Technology
Course Type	Academic General Education Course (from ACGM, but not WCJC Core)
Course Catalog Description	This course provides a survey of 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 accounting, money and banking, and securities markets. Also included are 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.
Pre-Requisites	TSI ELAR (Reading and Writing) requirements met.
Co-Requisites	None

Semester Credit Hours

Total Semester Credit Hours (SCH): Lecture Hours:	3:3:0
Lab/Other Hours	
Equated Pay Hours	3
Lab/Other Hours Breakdown: Lab Hours	0
Lab/Other Hours Breakdown: Clinical Hours	0
Lab/Other Hours Breakdown: Practicum Hours	0
Other Hours Breakdown	0

Approval Signatures

Title	Signature	Date
Department Head:	Celine Siewert, Business Office Technology Program Director	06/01/2025
Division Chair:	David Kucera, Technology & Business Division Chair	06/01/2025
VPI:		



Additional Course Information

Topical Outline: Each offering of this course must include the following topics (be sure to include information regarding lab, practicum, and clinical or other non-lecture instruction).

1. Changing face of business
2. Ethics and social responsibility
3. Economics
4. Competing in world markets
5. Organizing businesses
6. Management
7. Human Resources
8. Marketing
9. Technology
10. Accounting
11. The financial system

Course Learning Outcomes:

Learning Outcomes – Upon successful completion of this course, students will:

- Identify major business functions of accounting, finance, information systems, management, and marketing.
- Describe the relationships of social responsibility, ethics, and law in business.
- Explain forms of ownership, including their advantages and disadvantages.
- Identify and explain the domestic and international considerations for today's business environment: social, economic, legal, ethical, technological, competitive, and international.
- Identify and explain the role and effect of government on business.
- Describe the importance and effects of ethical practices in business and be able to analyze business situations to identify ethical dilemmas and ethical lapses.
- Describe basic financial statements and show how they reflect the activity and financial condition of a business.
- Explain the banking and financial systems, including the securities markets, business financing, and basic concepts of accounting.
- Explain integrity, ethics, and social responsibility as they relate to leadership and management.
- Explain the nature and functions of management.
- Identify strengths, weaknesses, opportunities, and threats of information technology for businesses.

Methods of Assessment:

- Unit Exams
- Comprehensive Final exam
- Written Assignments
- Research assignments
- Discussions or Class Activities

Required text(s), optional text(s) and/or materials to be supplied by the student:

Open source textbook Introduction to Business published by OpenStax - free for students and universities.



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Suggested Course Maximum:

35

List any specific or physical requirements beyond a typical classroom required to teach the course.

None

Course Requirements/Grading System: Describe any course specific requirements such as research papers or reading assignments and the generalized grading format for the course.

Face to Face grading:

30 – 40% Unit Exams

10 – 20% Comprehensive Final Exam

15 – 20% Team project: rubric scored

20– 40% Internet Research Assignments, daily quizzes/tests, article reviews, written assignments and class participation

Online grading:

30 - 40% Unit Exams

10 – 20% Comprehensive Final Exam

30 – 60% Internet Research Assignments, quizzes, written assignments, discussions and article reviews

The following grading scale will be used to determine grades for the class.

If your score is Your grade is:

90% up to 100% ..A

80% up to 89%B

70% up to 79%C

60% up to 69%D

59% or belowF

Curriculum Checklist:

☒ **Administrative General Education Course** (from ACGM, but not in WCJC Core) – No additional documents needed.

☐ **Administrative WCJC Core Course.** Attach the Core Curriculum Review Forms

☐ Critical Thinking

☐ Communication

☐ Empirical & Quantitative Skills

☐ Teamwork

☐ Social Responsibility

☐ Personal Responsibility

☐ **WECM Course** -If needed, revise the Program SCANS Matrix and Competencies Checklist