

Business Principles (BUSI 1301 – 9S1/S2/S3)

CREDIT

03 Semester Credit Hours (03 hours lecture, 0 hours lab)

MODE OF INSTRUCTION

Dual Credit Face-to-face

PREREQUISITE/CO-REQUISITE:

None

COURSE 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.

COURSE OBJECTIVES

Upon completion of this course, the student will be able to

- 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.

Approved: Initials/date



INSTRUCTOR CONTACT INFORMATION

Instructor: Jennifer Williams
Email: jennifer.williams@silsbeeisd.org
Office Phone: (409) 980-7877 ext. 6220
Office Location: Silsbee High School, Room 220
Conference Period: 9:33 – 10:29 daily

REQUIRED TEXTBOOK AND MATERIALS

Textbook Purchasing Statement: A student attending Lamar Institute of technology is not under any obligation to purchase a textbook from the college-affiliated bookstore. The same textbook may also be available from an independent retailer, including an online retailer.

Introduction to Business (OpenStax) Digital ISBN-13: 978-1-947172-55-5

Digital PDF and Web-Access versions of the textbook are provided to students without charge through Google Classroom.

ATTENDANCE POLICY

Students must follow the attendance policy for Silsbee ISD, which can be found in the SISD Student Handbook 2025-26 located on the [school's website](#). Attendance is taken daily for face-to-face classes.

DROP POLICY

If you wish to drop a course, you are responsible for initiating and completing the drop process. If you stop coming to class and fail to drop the course, you will earn an “F” in the course.

COURSE CALENDAR

NOTE: This schedule is subject to change. Please stay current with Google Classroom to ensure all assignments are completed on time.

DATE	TOPIC	Lessons	ASSIGNMENTS (Due on this Date)
Week 1 (8/25/25 – 8/29/25)	Unit 1 - The Economy	Lesson 1 – What is the economy? Lesson 2 – Opportunity Costs and Tradeoffs Lesson 3 – Economic Theories Lesson 4, part 1 – Capitalism and Communism	Weekly Notes Quiz
Week 2 (9/2/25 – 9/6/25)		Lesson 4, part 2 – Socialism, Mixed, and Traditional Systems	Weekly Notes Quiz

DATE	TOPIC	Lessons	ASSIGNMENTS (Due on this Date)
		Lesson 5 – Voluntary Exchange and the Circular Flow Model Lesson 6 – Private Enterprise - Competition	
Week 3 (9/8/25 – 9/12/25)		Lesson 7 – Private Enterprise, Supply and Demand Lesson 8 – Productivity and the Standard of Living	Weekly Notes Quiz Unit 1 Exam/Project (TBD)
Week 4 (9/15/25 – 9/19/25)	Unit 2 – The Government’s Role	Lesson 1 – Business Cycles Lesson 2 – Fiscal and Monetary Policy Lesson 3 – Maintaining Competition Lesson 4 – Redistributing Income	Weekly Notes Quiz
Week 5 (9/23/25 – 9/26/25)		Lesson 5 – Providing Public Goods and Services Lesson 6 – Maintaining the Legal and Social Framework	Weekly Notes Quiz Unit 2 Exam/Project (TBD)
Week 6 (9/29/25 – 10/3/25)	Unit 3 – Business and Entrepreneurship	Lesson 1 – Entrepreneurship Lesson 2 – Forms of Business Ownership	Weekly Notes Quiz
Week 7 (10/6/25 – 10/10/25)		Lesson 3 – Specialized Forms of Ownership Lesson 4 – Types of Businesses Lesson 5 – Functions of Business – Management	Weekly Notes Quiz
Week 8 (10/15/25 – 10/17/25)		Lesson 6 – Functions of Business – Accounting and Finance	Weekly Notes Quiz Unit 3 Exam/Project (TBD)
Week 9 (10/20/25 – 10/25/25)	Unit 4 – Business Ethics	Lesson 1 – What are business ethics? Lesson 2 – Unethical Business Practices Lesson 3 – Ethical Decision-Making	Weekly Notes Quiz Unit 4 Exam/Project (TBD)
Week 10 (10/27/25 – 10/31/25)	Unit 5 – International Economy	Lesson 1 – Global Trade Lesson 2 – Why Nations Trade Lesson 3 – Barriers to Trade Lesson 4 – Fostering Global Trade	Weekly Notes Quiz
Week 11 (11/3/25 – 11/7/25)		Lesson 5 – Challenges and Opportunities	Weekly Notes Quiz Unit 5 Exam/Project (TBD)
Week 12 (11/10/25 – 11/14/25)	Unit 6 – Human Resources Management and Labor	Lesson 1 – Human Resources Management Lesson 2 – Motivation	Weekly Notes Quiz
Week 13 (11/17/25 – 11/21/25)		Lesson 3 – Organized Labor	Weekly Notes Quiz Unit 6 Exam/Project (TBD)
(11/25/26 – 11/28/25) – Thanksgiving Break			

DATE	TOPIC	Lessons	ASSIGNMENTS (Due on this Date)
Week 14 (12/1/25 – 12/5/25)	Wrap up notes and assignments.		Final Exam

COURSE EVALUATION

Final grades will be calculated according to the following criteria:

District

All work will be graded. A student's semester grade consists of a midterm/final and work for each term (nine weeks). The final semester grade has the following breakdown:

- Midterm/Final – 20%
- Term Grade – 80%, of which:
 - Daily Work accounts for 40%
 - Tests account for 60%

Class

Daily Work for both semesters will consist of the following activities:

- Class notes
- Weekly discussion
- Vocabulary quizzes
- Practice assignments

Test grades will consist of:

- Unit Exams
- Large Individual and Group Projects

Makeup Work – For excused absences, students will have the number of days absent to turn in makeup work. For example, if the student is absent one day, they will have one day to complete all makeup assignments, two days and they will have two days to complete assignments, etc.

Late Assignments – Students will have one day to turn in daily work late. The highest grade awarded for late work will be a 70. After one day, the student will receive a zero. For large individual and group projects, students will have ample notice of the due date, and these assignments cannot be turned in late. If a student is absent on the due date, they must contact the teacher and arrange for turning in the assignment.

GRADE SCALE

- 90-100 A
- 80-89 B
- 70-79 C
- 60-69 D

TECHNICAL REQUIREMENTS

The latest technical requirements, including hardware, compatible browsers, operating systems, etc. can be online at <https://lit.edu/online-learning/online-learning-minimum-computer-requirements>. A functional broadband internet connection, such as DSL, cable, or WiFi is necessary to maximize the use of online technology and resources.

DISABILITIES STATEMENT

The Americans with Disabilities Act of 1990 and Section 504 of the Rehabilitation Act of 1973 are federal anti-discrimination statutes that provide comprehensive civil rights for persons with disabilities. LIT provides reasonable accommodations as defined in the Rehabilitation Act of 1973, Section 504 and the Americans with Disabilities Act of 1990, to students with a diagnosed disability. The Special Populations Office is located in the Eagles' Nest Room 129 and helps foster a supportive and inclusive educational environment by maintaining partnerships with faculty and staff, as well as promoting awareness among all members of the Lamar Institute of Technology community. If you believe you have a disability requiring an accommodation, please contact the Special Populations Coordinator at (409)-951-5708 or email specialpopulations@lit.edu. You may also visit the online resource at [Special Populations - Lamar Institute of Technology \(lit.edu\)](#).

STUDENT CODE OF CONDUCT STATEMENT

It is the responsibility of all registered Lamar Institute of Technology students to access, read, understand and abide by all published policies, regulations, and procedures listed in the *LIT Catalog and Student Handbook*. The *LIT Catalog and Student Handbook* may be accessed at www.lit.edu. Please note that the online version of the *LIT Catalog and Student Handbook* supersedes all other versions of the same document.

ARTIFICIAL INTELLIGENCE STATEMENT

Lamar Institute of Technology (LIT) recognizes the recent advances in Artificial Intelligence (AI), such as ChatGPT, have changed the landscape of many career disciplines and will impact many students in and out of the classroom. To prepare students for their selected careers, LIT desires to guide students in the ethical use of these technologies and incorporate AI into the classroom instruction and assignments appropriately. Appropriate use of these technologies is at the discretion of the instructor. Students are reminded that all submitted work must be their own original work unless otherwise specified. Students should contact their instructor with any questions as to the acceptable use of AI/ChatGPT in their courses.

STARFISH

LIT utilizes an early alert system called Starfish. Throughout the semester, you may receive emails from Starfish regarding your course grades, attendance, or academic performance. Faculty members record student attendance, raise flags and kudos to express concern or give praise, and you can make an appointment with faculty and staff all through the Starfish home page. You can also login to Blackboard or MyLIT and click on the Starfish link to view academic alerts and detailed information. It is the responsibility of the student to pay attention to these emails and information in Starfish and consider taking the recommended actions. Starfish is used to help you be a successful student at LIT.

ADDITIONAL COURSE POLICIES/INFORMATION

Announcements

Announcements will be posted in Google Classroom on the Stream as needed. Therefore, it is important to check in Google Classroom regularly.

Assignments

All assignments will have their due dates posted in Google Classroom. Please refer to the course syllabi and assignment due dates in Google Classroom.

Late assignments will not be accepted, so students make sure to complete and submit the assignments by the due dates.

Exams

Exams will be provided in Google Classroom under Classwork. Exemptions from the final exam will be awarded according to the District policy. Missed exams that are not made up upon the return to school will receive a score of zero.

Professional Communication

My preferred method of communication is through email. My email is jennifer.williams@silsbeeisd.org. Please provide all relevant information regarding your request (for example, the assignment or lesson name).

COURSE REQUIREMENTS

Students must meet the following grade requirements to successfully complete and pass the courses:

- Program courses: A grade of C or better is required.
- General Education courses: A grade of D or better is required.

Students are responsible for determining whether each class falls under Program courses or General Education courses to ensure they meet the appropriate grade requirements.