



UNIVERSITY OF
ST. THOMAS

Cameron School of Business

1. Course Information

Course Title: Introduction to Business

Course Number: 1898

Credit Hours: 3

Semester: Fall '26

Course Section: A

Prerequisites: None

Room #: Online only

Days & Hours: Online Asynchronous

Blackboard Site: MGMT 1347

2. Instructor Information

Name: Dr. John Story

Office: TBA online only, but personal meetings are available on request

Office Hours: Flexible to accommodate various course formats. Email to schedule meetings (storyjw@stthom.edu).

Online (via Zoom or Teams): Tuesdays & Thursdays, 9:00 AM – 12:00 PM (email to reserve)

In-Person: By appointment only (email to reserve).

Other days and times available by request.

Email: storyjw@stthom.edu (primary)

johnwstory@gmail.com (secondary, use if no response from the primary address)

Cell Phone: 208-220-2631 (texts accepted; identify yourself in the text message).

Note: Office hours are subject to change. Check the following link for updates:

<https://storyedsolutions.com/prof>.

Getting in touch with me:

- ✓ E-mail storyjw@stthom.edu
 - ✓ E-mail johnwstory@gmail.com (**use the stthom e-mail first**)
 - ✓ Cell phone 208-220-2631 – I accept text messages on my cell phone. Be sure to identify yourself in the text, as only a phone number usually shows up. If you really need to talk to me, send me a text with a call-back number and a couple of times.
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3. Course Catalog Description

This course introduces the functions of business, including Accounting, Finance, Marketing, Business Ethics and Social Responsibility, Small Business and Entrepreneurship, Business Communication, Economics, International Business, Management, Management Information Systems, Distribution, and Operations.

4. Program Goals

The Bachelor's in Business Administration program aims to achieve the following goals:

Goal 1: Students communicate effectively.

- Deliver compelling oral presentations.
- Use technology to convey clear messages and engage audiences.
- Write professional-quality documents.

Goal 2: Students are adept at critical thinking.

- Analyze problems in depth.
- Analyze data thoroughly using technology.
- Present feasible solutions for problems.

Goal 3: Students work effectively in teams.

- Work collectively toward team objectives.
- Demonstrate professional interpersonal relations with team members.
- Use technology to organize and complete shared tasks.

Goal 4: Students are ethical decision-makers.

- Recognize ethical issues implicit in business decisions.
- Use ethical frameworks applicable to business situations.

Goal 5: Students are knowledgeable about fundamental business issues, processes, and global business.

- Demonstrate knowledge of business concepts and principles in a global environment.
 - Apply business theories and concepts to address business problems.
 - Recognize global issues and perspectives impacting business activities.
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5. Course Learning Objectives

Upon completion of this course, students should be able to:

- Understand and communicate basic business concepts.
 - Identify different functions of business.
 - Appreciate the ethical implications of business activities.
 - Understand economic systems and how businesses operate within them.
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6. Texts, Readings, Materials

Required Textbook: Introduction to Business (available at no charge)

<https://openstax.org/details/books/introduction-business>

7. Important Dates

ACADEMIC CALENDAR 2026-2027

Session Session Code	UST Standard Academic Calendar		
	Regular 1	Compressed A CTA	Compressed B CTB
Labor Day - No Classes (University Closed)	9/7/2026	9/7/2026	N/A
First Day of Classes	8/17/2026	8/10/2026	10/6/2026
Last Day to Add Classes	8/21/2026	8/13/2026	10/9/2026
Last day for 100% Tuition Reduction for Classes Dropped	8/21/2026	8/13/2026	10/9/2026
Last Day to Drop a Course with No Record on Transcript (Census)	9/1/2026	8/17/2026	10/15/2026
Last day for 75% Tuition Reduction for Classes Dropped	9/1/2026	8/17/2026	10/15/2026
Last day for 50% Tuition Reduction for Classes Dropped	9/7/2026	8/20/2026	10/20/2026
Last day for 25 % Tuition Reduction for Classes Dropped	9/11/2026	8/25/2026	10/23/2026
Midterm Break First Date	10/12/2026	N/A	10/12/2026
Midterm Break Last Date	10/13/2026	N/A	10/13/2026
Last Day to Drop with a "W" Grade (Drops past this date earn WF grade)	10/22/2026	9/12/2026	11/11/2026
Thanksgiving Break First Date	11/25/2026	N/A	11/25/2026
Thanksgiving Break Last Date	11/27/2026	N/A	11/27/2026
Last Day of Classes	11/30/2026	10/5/2026	11/30/2026
Final Exams Last Date	12/8/2026	10/5/2026	12/8/2026
Final Grades Due by Noon	12/11/2026	10/8/2026	12/11/2026
Final Grades Released to Students	12/15/2026	10/12/2026	12/15/2026

* Nursing students may have assigned clinical rotations during fall break. No didactic courses will be in session.

8. Use of Technology

- Access Blackboard to retrieve and submit assignments.
- Utilize Microsoft Office for assignments.
- Check St. Thomas email for updates from the professor.
- Use basic internet search skills.
- Participate in online meetings via Zoom or Microsoft Teams.

9. Course Tentative Schedule

Day	Date	Readings/ Assignments
Mo	17-Aug	Module 1 Chapters 1, 2 & 3
Tu	18-Aug	
W	19-Aug	
Th	20-Aug	
Fr	21-Aug	
Sa	22-Aug	
Su	23-Aug	
Mo	24-Aug	Recommended Module 1 submission date
Tu	25-Aug	
W	26-Aug	
Th	27-Aug	
Fr	28-Aug	
Sa	29-Aug	
Su	30-Aug	

Mo	31-Aug	
Tu	1-Sep	Discussion Forum Deadline
W	2-Sep	Practice Quiz 1 Deadline
Th	3-Sep	Quiz 1 and Assignment 1 Deadline
Fr	4-Sep	Module 2
Sa	5-Sep	Chapters 4, 5, & 6
Su	6-Sep	
Mo	7-Sep	<i>Labor Day Holiday</i>
Tu	8-Sep	
W	9-Sep	
Th	10-Sep	
Fr	11-Sep	
Sa	12-Sep	
Su	13-Sep	
Mo	14-Sep	
Tu	15-Sep	Module 2
W	16-Sep	Chapters 4, 5, & 6
Th	17-Sep	Recommended Module 2 submission date
Fr	18-Sep	
Sa	19-Sep	<i>Discussion Forum Deadline</i>
Su	20-Sep	Practice Quiz 2 Deadline
Mo	21-Sep	Quiz 2 and Assignment 2 Deadline
Tu	22-Sep	
W	23-Sep	Module 3
Th	24-Sep	Chapters 7, 8, 9, & 10
Fr	25-Sep	
Sa	26-Sep	
Su	27-Sep	
Mo	28-Sep	
Tu	29-Sep	
W	30-Sep	
Th	1-Oct	
Fr	2-Oct	
Sa	3-Oct	
Su	4-Oct	
Mo	5-Oct	
Tu	6-Oct	
W	7-Oct	
Th	8-Oct	
Fr	9-Oct	
Sa	10-Oct	
Su	11-Oct	

Mo	12-Oct	Fall/Winter Break
Tu	13-Oct	Fall/Winter Break
W	14-Oct	Discussion Forum Deadline
Th	15-Oct	Recommended Module 3 submission date
Fr	16-Oct	Practice Quiz 3 Deadline
Sa	17-Oct	Quiz 3 and Assignment 3 Deadline
Su	18-Oct	
Mo	19-Oct	Module 4 Chapters 11, 12, & 13 EXAM 1 due by Midnight
Tu	20-Oct	
W	21-Oct	
Th	22-Oct	
Fr	23-Oct	
Sa	24-Oct	
Su	25-Oct	
Mo	26-Oct	
Tu	27-Oct	
W	28-Oct	
Th	29-Oct	
Fr	30-Oct	
Sa	31-Oct	
Su	1-Nov	Recommended Module 4 submission date
Mo	2-Nov	
Tu	3-Nov	
W	4-Nov	
Th	5-Nov	
Fr	6-Nov	Module 5 Chapters 14, 15, & 16
Sa	7-Nov	
Su	8-Nov	
Mo	9-Nov	
Tu	10-Nov	
W	11-Nov	
Th	12-Nov	
Fr	13-Nov	
Sa	14-Nov	
Su	15-Nov	
Mo	16-Nov	
Tu	17-Nov	
W	18-Nov	
Th	19-Nov	
Fr	20-Nov	
Sa	21-Nov	
Su	22-Nov	

Mo	23-Nov	Discussion Forum Deadline
Tu	24-Nov	Recommended Module 5 submission date
W	25-Nov	Thanksgiving Holiday
Th	26-Nov	Thanksgiving Holiday
Fr	27-Nov	Thanksgiving Holiday
Sa	28-Nov	
Su	29-Nov	Practice Quiz 5 Deadline
Mo	30-Nov	Quiz 5 and Assignment 5 Deadline
Tu	1-Dec	
W	2-Dec	Final Exam Available
Th	3-Dec	Final Exam Available
Fr	4-Dec	Final Exam Available
Sa	5-Dec	Final Exam Deadline - 10:00 pm

The above schedule and procedures in this course are subject to change. The most up-to-date schedule is the one on Blackboard.

Course Structure:

Module	Topic	Chapter
MOD 1	Economics	1
	Ethics	2
	Global	3
MOD 2	Forms of Ownership	4
	Entrepreneurship	5
	Leadership	6
MOD 3	Org Structures	7
	HR and Labor Relation	8
	Motivation	9
	Operations Mgmt	10
MOD 4	Marketing	11
	Marketing	12
	MIS	13
MOD 5	Finance & Accounting	14
	Money & Institutions	15
	Securities	16

10. Course Policies

Class Participation: Log into Blackboard regularly (at least twice per week). Complete all practice quizzes by the deadlines and aim for 100%.

Discussion Forum: Each module includes a discussion forum due before the practice quiz. Completing all discussions can add up to 30 points (out of 1,000) to your grade.

Quizzes: Online quizzes include untimed practice quizzes with unlimited attempts and timed quizzes with two attempts. Timed quizzes carry more weight.

Assignments: Each module includes an assignment which is due the same day as the Quiz for that module. No Assignments will be accepted after the deadline.

For each learning module there is a **recommended submission date** for practice quizzes, quizzes, and assignments. This is when you should target submitting these. The final deadline for submitting these is typically 2 – 3 days later and no submissions will be accepted after those deadlines.

What if the online technology is not working?

All assignments, quizzes, and exams will be assigned and completed in Blackboard. Sometimes, technology fails. If there are technical problems, e-mail me evidence of your attempt *before* the deadline. E-mails sent after the deadline will not eliminate the requirement and there will be no makeups. You can email me at storyjw@stthom.edu and at johnwstory@gmail.com to report your inability to access the online system, but it must be received before the deadline.

Make-Up Policy: **There are no make-up exams or quizzes.** Submit quizzes, exams, and assignments before the deadlines. In case of technology issues, email evidence of your attempt before the deadline. Plan to complete the online quizzes and exams before the deadline. Quizzes and assignments are available well before the due date. **Late submissions are not accepted.**

Communication: Use storyjw@stthom.edu as the primary email. If no response, use johnwstory@gmail.com.

Academic Dishonesty: Cheating or plagiarism will result in severe penalties, including a failing grade for the course.

• Student Conduct in a Learning Environment:

Membership in the academic community places a special obligation on all members to preserve an atmosphere conducive to the freedom to teach and to learn. Therefore, it is the responsibility of each member of this class to maintain a positive learning environment in which the behavior of any individual does not disrupt the learning opportunities for others. Students are expected to work, individually and together, to create an atmosphere that is safe, valuing of one another, and open to diverse perspectives. Students are expected to show courtesy, civility, and respect for one another and for the instructor. The UST Student Handbook contains important information and expectations that all students should know, including University policies and the Code of Student Conduct; these documents are available at www.stthom.edu/dos.

It is the responsibility of the individual faculty member to determine, maintain, and enforce the standards of behavior acceptable to preserving an atmosphere appropriate for all teaching and learning activities in the course. Students will be warned if their behavior is evaluated as not meeting the expected standards.

Sanctions for such behavior may include a range of responses from immediate removal from class (or a student group meeting) to referral to the appropriate academic unit and/or the Office of the Dean of Students for review of violations of behavioral standards. Significant and/or continued violations will result in administrative withdrawal from the course.

- **Student Feedback**

The online course evaluation system is available to students towards the end of the semester. This system provides a tool for students to provide feedback regarding their learning experiences in courses at CSB and UST. Students are strongly encouraged to participate in this course evaluation process. Student feedback is crucial for curriculum development, faculty development, and continuous improvement of the programs offered by the Cameron School of Business.

11. Student Grading Processes: (including weighting of factors)

Percentage	10%	30%	30%	10%	20%
Element	Practice Quizzes	Quizzes	Assignments	Exam 1	Final Exam
Points	100	300	300	100	200

Practice Quizzes	100 points
Quizzes	300 points
Assignments	300 points
Exam 1	100 points
<u>Final Exam</u>	<u>200 points</u>
Total	1,000 points

Grading Scale

A	930-1000
A-	900-920
B+	870-890
B	830-860
B-	800-820
C+	770-790
C	730-760
C-	700-720
D+	670-690
D	650-660
F	<650

Discussion Forum – the discussion forum is treated as an optional bonus. Students can earn up to 30 points (3%) for completing the discussions before each deadline.

12. Available Support Services:

- **Tutorial Services Center (TSC)**

The Tutorial Services Center offers assistance to all current UST students in a variety of content areas, including academic subjects, general concepts, and writing skills. Tutors are available anytime the center is open. The TSC offers on-site tutoring, online tutoring, and tutorial workshops. Office hours and schedules can be found at <https://www.stthom.edu/Academics/Tutorial-Services-Center/Index.aqf>. Please contact the center at 713-525-3878 or tutoring@stthom.edu.

- **CSB Tutorials**

The Cameron School of Business offers tutoring in business subjects. Please visit <http://libguides.stthom.edu/cameron> (under the “CSB Tutorial Services” tab) for the most current tutorial schedule and available subjects.

- **Information Technology Services**

The UST IT Solution Center offers assistance with technical issues related to general computer issues, software, email, passwords, MyStThom, and blackboard.

Main Help Desk: 713 525 6900; Email: ithelpdesk@stthom.edu

Blackboard Support: 713 942 5965; www.stthom.edu/bbhelp

The Cameron School of Business at the University of St. Thomas

MISSION STATEMENT

Inspired by the Basilian Fathers’ motto of Goodness, Discipline and Knowledge, and supported by research, the Cameron School of Business provides a comprehensive, high quality, ethically oriented business education to a diverse student body enabling graduates to serve as leaders of faith and character in a global economy.

ACADEMIC HONESTY

Ethical conduct is essential to a community of scholars and students searching for truth. Anything less than total commitment to honesty and honorable conduct undermines the efforts of the entire community. Academic integrity lies at the very heart of any institution of higher learning. In the Cameron School of Business, students and faculty are expected to commit to a code that exemplifies each individual's honor and integrity. Any conduct that violates this standard and betrays the respect of others is a matter of grave concern and, accordingly, is deemed unacceptable.

The tests/exams will be individual efforts. Student may work together on homework assignments, but must submit their own assignments. The penalty for an incident of academic dishonesty is, at the discretion of the professor, either a mark of zero for the work in question or the **grade of F** for the course.

ACCOMMODATIONS

University of St. Thomas- Houston is committed to making reasonable accommodations to assist individuals with disabilities in reaching their academic potential. If you have a disability which may impact your performance, attendance, or grades in this course and require accommodations, you must first register with the Office of Counseling and Disability Services [Disability Services | University of St. Thomas Houston](#). Disability Services is responsible for coordinating classroom accommodations and other services for students with disabilities. Please note that classroom accommodations cannot be provided prior to your instructor’s receipt of an accommodations letter from Disability Services.

For more information about accommodations, please contact Access & Disability Services (ADS)

Phone: 713-525-3546

Email: access@stthom.edu
Location: Crooker 207

CSB Academic Process:

The Cameron School of Business at University of St. Thomas is committed to helping each student reach his or her full academic potential.

In case of any questions or concerns related to a course, students should first meet with the instructor to request for help.

Cameron School of Business Contact and Concern Resolution Process

If a student needs assistance contacting an instructor, they may contact the Cameron School of Business Office:

Phone: 713-525-2100

Email: csbfrontdesk@stthom.edu

For questions related to undergraduate programs, internships or advising:

Email: cbsaction@stthom.edu

For questions related to graduate programs, internships, or advising:

Email: cameron@stthom.edu

If a concern remains unresolved after the student has consulted with the instructor, the student may contact the appropriate Department Chair:

Accounting: Dr. John Leavins

Phone: 713-942-3479

Email: leavinj@stthom.edu

Building: Welder Hall, RM 228

Finance: Dr. Joe Ueng

Phone: 713-525-2114

Email: ueng@stthom.edu

Building: Welder Hall, RM 225

Management and Marketing: Dr. Elham Mousavidin

Phone: 713-942-5914

Email: mousave@stthom.edu

Building: Welder Hall, RM 212

If the student is unable to consult with the Department Chair or the concern remains unresolved, they may contact the **Interim Dean**,

If the student is not satisfied with the resolution provided through these internal channels, they may contact Student Services.