

McLennan
C O M M U N I T Y
COLLEGE

WACO, TEXAS

COURSE SYLLABUS

AND

INSTRUCTOR PLAN

BUSINESS PRINCIPLES

BUSI 1301.01

M. BOYCE WILSON

NOTE: This is a 16-week course.

COVID 19 Notice:

McLennan Community College is committed to providing you with every resource you need to reach your academic goals including your safety. We will continue to monitor the evolving situation with COVID 19 and adjust our safety guidelines to make sure we offer a safe environment for you and our faculty. Please make sure to consult your faculty and the MCC website at <https://www.mclennan.edu/crisis-management/coronavirus-updates/index.html> on any changes to these guidelines.

BUSINESS PRINCIPLES

BUSI 1301.01

Course Description:

This course introduces the student to various interrelated disciplines in the business world. Broad-based topics contained within the course include business organization, management, marketing, economics, finance, accounting, and international business.

Semester Hours: 3 (3 lecture)

Class Days/Times: Mondays & Wednesdays, 9:35 AM – 10:55 AM

Location: BT 231

Prerequisites and/or Corequisites:

There are no prerequisites for this course.

Course Notes and Instructor Recommendations:

This course is designed to be a very practical course which will help students academically and professionally. This course provides students with basic information regarding numerous aspects in the world of business. Students may be very knowledgeable about some topics while other topics may be completely new to them. As this course serves as an introduction to business, students will find that it helps them to determine their major or future professional goals.

This course may be the student's first exposure to the college environment and the world of business. As the professor, it is my desire to ensure an interactive and exciting classroom environment. In order to do so, student participation is a necessity. By participating in discussions and activities, students are able to glean more knowledge from the course and make the class much more enjoyable for everyone involved!

The Brightspace online learning environment and McGraw-Hill's Connect platform play an integral role throughout this course. All coursework will be submitted in McGraw-Hill Connect. The course syllabus, instructor information, and general gradebook will be provided in Brightspace. Individual activities are directly linked in Brightspace as well so that the course follows a linear approach. Lectures will be conducted in-person.

Essential business skills will be reinforced throughout this semester. These are skills necessary to achieve success in the workplace and in life. Your instructors' course policies are designed to enforce such skills as timeliness, accountability, responsibility, effective communication, professionalism, and integrity. Each of these policies are defined within the course syllabus.

BUSINESS PRINCIPLES

BUSI 1301.01

Instructor Information:

Instructor Name: Michael “Boyce” Wilson
MCC E-mail: mwilson@mclennan.edu
Office Phone Number: (254) 299-8688
Office Location: BT 209
Office/Teacher Conference Hours: M/W 12:30 PM – 2:30 PM
T 12:30-6:30 PM
Zoom Webconference Information: Meeting ID: 254-299-8688
Must be scheduled in advance with instructor

*****INSTRUCTOR NOTE:*****

Brightspace offers the ability to send an “instant message” to me from within the course. Please do not use this feature if you need to contact us and receive a response fairly quickly. The instant message (IM) feature does not alert my cell phone or email, both of which I monitor closely. Additionally, even though I may appear to be online, I may be actively teaching other courses and unable to respond. Email is the preferred method of communication, followed by Zoom meeting, text message, then telephone call.

When contacting me by email for this course, you must follow these rules:

1. Write using formal English only (as if to the president of the company where you work).
2. Always begin your subject line with BUSI 1301.01 (the class’ email will be sorted into a specific file).
3. Use your MCC student email address – external email addresses are often caught by the spam filter and will likely not be seen.
4. Attach documents using Microsoft Office formats (doc, docx, xls, xlsx, ppt, and pptx) or in Rich Text Format, when possible (see note in the Required Software section). Avoid sharing documents with your professor through OneDrive, Google Drive, or Dropbox unless absolutely necessary. Work will not be accepted by email.

Failure to do any of the above may result in me not seeing or reading your email. I read my e-mail at least twice a day during the week; however, if you send an e-mail at 11 PM with a question you need answered before tomorrow, I likely will not read it before you need a response. I do not always read e-mails on the weekends. Do not expect instantaneous responses from me. Instructors are not 24/7 call centers and many students need assistance, therefore you must plan ahead. Remember, poor planning on your part does not constitute an emergency for anyone else.

BUSINESS PRINCIPLES

BUSI 1301.01

When you send an e-mail, ALWAYS begin the subject line with BUSI 1301.01. If you respond to my e-mail, hit reply, and make sure BUSI 1301.01 is present in the subject line.

I do not answer e-mails asking when something is due. You have a schedule both here in the syllabus and in Brightspace which will tell you exactly when everything is due. As a college student, you are expected to be both responsible and accountable.

Required Text & Materials:

Title: Understanding Business: The Core (e-book)
Author: Nickels, W. G., McHugh, J. M., & McHugh, S. M.
Edition: 2nd
Publisher: McGraw-Hill
ISBN: 9781264125975

*****INSTRUCTOR NOTE:*****

This course is an inclusive access course. This means that the cost of your digital textbook and access to the McGraw-Hill Connect platform has been included in your tuition. You will receive Orientation Video instructions on how to access your textbook and other materials in the Course Orientation & Week 1 content topics as well as your syllabus. Please follow these instructions closely to access your materials. Your course text utilizes McGraw-Hill Connect, which is an interactive tool linked to your Brightspace shell.

PLEASE WATCH THIS VIDEO BEFORE REGISTERING FOR CONNECT!

Student Connect Registration Instructions:

<https://video.mhhe.com/watch/dgiVkpNwz63U77eeq6MhqT>

McGraw-Hill Customer Experience (Technical Support):

Phone: 1-800-331-5094

Live chat/email: <https://mhedu.force.com/CXG/s/ContactUs>

Mon-Thu: 24 Hours, Fri: 12AM-9PM, Sat: 10AM-8PM, Sun: 12PM-12AM (All Times Eastern USA)

*****INSTRUCTOR NOTE:*****

Should you encounter issues with McGraw-Hill's Connect platform, your first contact should be to McGraw-Hill's Customer Experience division. They are instrumental in resolving any issues that you face!

BUSINESS PRINCIPLES

BUSI 1301.01

Required Software:

No specialized software is required for this course.

Required Hardware:

No special hardware is required for this course.

MCC Bookstore Website: <http://www.mclennan.edu/bookstore/>

Minimum Technical Skills:

Students should have a basic understanding of how to navigate webpages and utilize hyperlinks within website content.

Methods of Teaching and Learning:

1. This is an 16-week course and will require a lot of self-discipline from students! You will be expected to read the required chapters and complete the required assignments on time. I am here to make sure you understand and are learning the objectives set in this course. Students are expected to be self-disciplined, use time management skills effectively, and to be accountable for their actions in this course. You should read the assigned chapter before coming to class. This allows you to get the most out of the lectures and discussions.
2. This course utilizes e-book reading, online quizzes and assignments, and exams to teach toward the course objectives. You should also understand that this can be a tough course. Reading the book is not optional. You will likely need to read the e-book several times in order to gain an understanding of the material. This class requires that you think critically and in a far different way than you are likely used to. Be prepared to put in the necessary time and effort into this course!
3. Time is NOT your friend! For today's college student (and today's business professional), time is our most limited commodity. You must manage your time effectively to ensure that you complete all course requirements while maintaining your responsibilities at home, work, and in society.

Course Objectives and/or Competencies:

Course objectives are listed on the first page of each chapter in the required text. We will cover all chapters of the text throughout the duration of the course. Additionally, the following course objectives will be met during the course:

BUSINESS PRINCIPLES

BUSI 1301.01

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- Explain and demonstrate the economic and social importance of business in our economic system;
 - Identify the factors of production and the gain sought by each, as well as how each are inputs to the productive system;
 - Outline and contrast the major features of capitalism, communism, and socialism;
 - List and describe each of the functions in the management process;
 - Explain and demonstrate the decision-making process;
 - Apply the six basic steps in a typical production planning and control system;
 - Evaluate the four parts of the marketing mix and explain the marketing concept;
 - Compile a marketing research project;
 - Analyze the life cycle of a product;
 - Explain and apply break-even analysis;
 - Complete the principal accounting equations;
 - Explain the functions of money;
 - Outline the functions of the Federal Reserve System and its impact on the national economy;
 - Analyze and evaluate the activities of the public securities market; and,
 - Evaluate and choose between ethical courses of action in business situations.

Course Outline or Schedule:

In the event that a schedule change is necessary, students will be notified by course announcement in Brightspace and the information changed on the course calendar located in Brightspace. All assignments must be submitted by 11:59 PM on the specified due date.

Week	Due Date	Assigned Reading	Class Activity/Assignments Due
1	1/10	Syllabus	Course Orientation/Syllabus Review
	1/12	Chapter 1	Chapter 1 Lecture
	1/16		Orientation Video assignments Chapter 1 activities & quiz
2	1/17		HOLIDAY – NO CLASS
	1/19	Chapter 2	Chapter 2 Lecture
	1/23		Chapter 2 activities & quiz
3	1/24	Chapter 3	Chapter 3 Lecture (Part 1)
	1/26		Chapter 3 Lecture (Part 2)
	1/30		Chapter 3 activities & quiz Exam 1

BUSINESS PRINCIPLES

BUSI 1301.01

4	1/31	Chapter 4	Chapter 4 Lecture (Part 1)
	2/2		Chapter 4 Lecture (Part 2)
	2/6		Chapter 4 activities & quiz
5	2/7	Chapter 5	Chapter 5 Lecture (Part 1)
	2/9		Chapter 5 Lecture (Part 2)
	2/13		Chapter 5 activities & quiz
			Exam 2
6	2/14	Chapter 6	Chapter 6 Lecture (Part 1)
	2/16		Chapter 6 Lecture (Part 2)
	2/20		Chapter 6 activities & quiz
7	2/21	Chapter 7	Chapter 7 Lecture (Part 1)
	2/23		Chapter 7 Lecture (Part 2)
	2/27		Chapter 7 activities & quiz
8	2/28	Chapter 8	Chapter 8 Lecture (Part 1)
	3/2		Chapter 8 Lecture (Part 2)
	3/6		Chapter 8 activities & quiz
			Exam 3
9	3/14	Chapter 9	Chapter 9 Lecture (Part 1)
	3/16		Chapter 9 Lecture (Part 2)
	3/20		Chapter 9 activities & quiz
10	3/21	Chapter 10	Chapter 10 Lecture (Part 1)
	3/23		Chapter 10 Lecture (Part 2)
	3/27		Chapter 10 activities & quiz
			Exam 4
11	3/28	Chapter 11	Chapter 11 Lecture (Part 1)
	3/30		Chapter 11 Lecture (Part 2)
	4/3		Chapter 11 activities & quiz
12	4/4	Chapter 13	Chapter 13 Lecture (Part 1)
	4/6		Chapter 13 Lecture (Part 2)
	4/10		Chapter 13 activities & quiz
13	4/11	Chapter 14	Chapter 14 Lecture (Part 1)
	4/13		Chapter 14 Lecture (Part 2)
	4/17		Chapter 14 activities & quiz
			Exam 5
14	4/18	Chapter 15	Chapter 15 Lecture (Part 1)
	4/20		Chapter 15 Lecture (Part 2)
	4/24		Chapter 15 activities & quiz

BUSINESS PRINCIPLES

BUSI 1301.01

15	4/25	Bonus Chapter C	Personal Finance Lecture (Part 1)
	4/27		Personal Finance Lecture (Part 2)
	5/1		Bonus Chapter C activities & quiz Exam 6
16	5/3		Comprehensive Final Exam

Course Grading Information:

Orientation Activities	x	5%	=	_____
SmartBook Assignments	x	15%	=	_____
Chapter Assignments	x	15%	=	_____
Chapter Quizzes	x	30%	=	_____
Exams	x	25%	=	_____
Comprehensive Final Exam	x	<u>10%</u>	=	_____
Total		<u>100%</u>	=	_____

90-100%	A
80-89.999%	B
70-79.999%	C
60-69.999%	D
0-59.999%	F

Orientation Activities—5%

This course is designed in a manner that maximizes the use of our time together. To accomplish this, all course assignments, quizzes, and exams will be completed in McGraw-Hill's Connect platform. To ensure that you are familiar with the Connect platform, there are two assignments that require you to view videos (for the entirety of the video) and answer some basic questions on the navigation of Connect, the completion of assignments in Connect, and the submission of quizzes and exams in Connect.

SmartBook Assignments—15%

In this course, we utilize a digital textbook that has been included in Brightspace and Connect (although you can rent or purchase a hard-copy through Connect should you desire). However, not everyone enjoys reading and far fewer students enjoy reading textbooks! Each week, you will have a SmartBook assignment that covers the week's chapter. The assignment provides you with direct access to the textbook and utilizes a quiz-like format to evaluate your understanding of the material covered. It is recommended that you read the chapter in its entirety before attempting to answer the questions. Each SmartBook activity should last between 30-60 minutes, although attempting to answer questions without reading the text will cause the activity to go much longer. Also, there are two types of questions utilized in SmartBook activities. Rote memorization questions are the questions you are likely most familiar with – they require you to recall information from the text,

BUSINESS PRINCIPLES

BUSI 1301.01

such as a definition. Practical application questions are more challenging – they require you to apply what you have learned to a given situation or scenario.

Assignments—15%

For each chapter covered, students will be required to complete one chapter assignment. Chapter Assignments challenge students to demonstrate their knowledge of key concepts and terms by applying them to a variety of business scenarios. Application-Based Activities, noted in the course as ‘ABA’, are highly interactive exercises that immerse students into a business environment, allow them to analyze the situation, and apply their knowledge in the scenario. Due to the extent of critical thinking required, ABA activities are challenging; therefore, students have an unlimited number of attempts to score a 100 on ABA activities. For chapters lacking an ABA assignment, you’ll find a quiz-like chapter assignment. These assignments are not timed, but you only have two attempts to earn a 100% on them. Quiz-like assignments utilize both rote memorization and practical application questions.

Chapter Quizzes—30%

For every chapter covered, students are required to complete a short quiz over the material. Each quiz is comprised of 10 multiple-choice questions. Students will be given 2 attempts to take each quiz and the highest score will be recorded in the gradebook. Each quiz will have a 15 minute time limit. Stopping and starting is not allowed—if the quiz is interrupted for whatever reason, it will count as an attempt. If you have accommodations that affect test timing, those accommodations are made in Connect and your time limit will be automatically adjusted. Both rote memorization and practical application questions are utilized in chapter quizzes.

Exams—25%

There are 6 major exams given during the semester. You will be able to take each of these exams only one time. You will have 35 minutes to complete your exams and once you start them, you must complete them in 1 sitting. Do NOT stop the exams and attempt to resume them at a later date or time. Just like the chapter quizzes, accommodations are made automatically for those with accommodations on file at MCC. Rote memorization and practical application questions are utilized on exams.

Comprehensive Final Exam—10%

The final exam is comprehensive and is required to be taken by all students. It will be given during final exams week as scheduled, thus you will need to take it during our assigned date and time. You will only have 1 attempt. Additionally, you will have 120 minutes to complete your Final Exam and once you start it, you must complete it in 1 sitting. Do NOT stop the exam and attempt to resume it at a later date or time. This exam CANNOT be submitted late. As with quizzes and exams, timing will be adjusted automatically for those with accommodations and both rote memorization and practical application questions will be utilized.

BUSINESS PRINCIPLES

BUSI 1301.01

Late Work, Attendance, and Make Up Work Policies:

Assignment due dates can be found on your schedule, within this syllabus, and associated with each assignment and exam on Brightspace. **All work is due on or before the assigned date and time (Sundays of the week in which the material was covered)!** If you miss the assigned due date, there will be a 15% penalty assessed for each subsequent day that the work is submitted late. Late work will not be accepted beyond 1 week from the due date. **The comprehensive final exam cannot be submitted late.** If there is something that you believe may hinder the completion of an exam on time, it is your responsibility to contact the instructor to inform them.

*****EXTENUATING CIRCUMSTANCES*****

I understand that COVID-19 and its variants are a real threat with very real impacts to health and the workplace. I also understand that people get sick for a variety of other reasons. I understand that family events occur, work requires attendance, and many other things can temporarily disrupt a student's classroom experience. However, less than 20% of students receiving extensions on their work actually complete the work within the extended timeframe. As such, **NO EXTENSIONS WILL BE GIVEN REGARDLESS OF CIRCUMSTANCE.**

Rather than give extensions, a certain number of grades (as shown below) will be dropped from your course average. Therefore, if you miss assignments or quizzes, be sure to complete them late. The lowest defined number of grades in each category will be automatically dropped. This protects you from extenuating circumstances during the semester (likely moreso than being granted an extension and it requires less effort on your part)!

Number of Grades to be Dropped per Category:

SmartBook – 2

ABA/Chapter Assignments – 2

Exam (excluding the Final Exam) – 1

During the semester, students think they have plenty of time to work on their assignments, and you do, but do not procrastinate. This is not a self-paced course where everything is due at the end of the semester. Some of the work in each week may require significant time to complete. Plan ahead for this!

BUSINESS PRINCIPLES

BUSI 1301.01

Attendance

It is MCC's policy that all students must be present for 75% or more of the course. Please know that I will drop you if you miss 8 or more in-person lecture sessions." You may withdraw from the course and request a grade of "W" by the student-initiated drop date. You must email me and specifically request to be dropped from the course. If you fail to uphold the requirements of this policy, you will receive the grade earned at the end of the semester.

Computer Problems

All coursework is required to be submitted via the Content tool within Brightspace, which provides links to all Connect activities. If you are unfamiliar with how to submit work in Brightspace, please review the materials provided in the Brightspace Orientation course, available to all MCC students. Due to the vast number of computers we have available on campus, as well as the availability of computers in community areas, I do not allow late work due to personal computer issues. MCC has created a WiFi hotspot in the parking lot of the Highlander Gym, as well as in all campus buildings, for students to use in the event that their home internet connection fails. Due to the availability of WiFi on campus and at many businesses and community centers, I do not allow late work due to home internet connection issues. It is your responsibility to ensure that work is completed on time and from a reliable source. If technology fails on campus (such as Brightspace going down for ALL users), adjustments will be made at the instructors' discretion.

Student Behavioral Expectations or Conduct Policy:

The following course policies outline my expectations pertaining to student engagement, communication, and conduct for this semester. Each policy correlates to the essential business skills introduced at the beginning of this course syllabus.

General Policy

This is a business management course in which you are learning the skills necessary to succeed as a manager in today's workforce. As such, you are expected to behave as a professional in all aspects of the course. Use this opportunity to emulate the behaviors expected of a manager. Yes, you are a college student, but you aspire to be something more – something greater...so start 'walking the talk' today!

Timeliness

In business, you are expected to manage your time appropriately. It is highly unlikely that you will work for someone that allows you to arrive late, not show up, or complete your tasks late. In this course, time management will be emphasized. The late work policy above is designed to ensure that you adhere to course timelines. I understand that "life happens," but it will continue

BUSINESS PRINCIPLES

BUSI 1301.01

to happen, even when you are at work. It is your responsibility to ensure that you plan accordingly and manage your time in a manner that allows you to complete all coursework within the defined timeframes. If you procrastinate, you will find that when “life happens,” you will be caught off-guard and may not be able to submit work on time.

Responsibility

Whether you are a high school student, 100 years old, or anywhere in between, you will be expected to be responsible for your participation, work, and college experience. If there is assigned work, it is your responsibility to complete it on time while meeting or surpassing the quality of work expected of a college student. If you don't understand something or need additional assistance, it is your responsibility to seek help from one of the many resources MCC offers to its students. You are responsible for reading all course materials, assignment instructions, and information provided by the me or within your textbooks/course resources. Failure to follow instructions will result in a loss of points on your assignments and course activities.

Accountability

Just as in the professional world, you will be held accountable for your actions or inactions in this course. You will be rewarded for your efforts provided those efforts meet or exceed the requirements of the course. You will be penalized for incomplete work, work submitted late, work that does not adhere to the instructions provided, and any lack of participation in the course. Plan accordingly and pay attention to detail and you will surely find success!

Effective Communication

You will be expected to communicate with me just as you would communicate with senior management at a company. You should be respectful of the instructor and your fellow classmates at all times. You are expected to maintain a professional tone in your communication with all persons associated with this class or college. You will need to adhere to the office hours posted within the course syllabus if you need to speak directly to me. Do not expect an immediate response to emails or telephone calls, especially if you attempt to contact me late in the evening or the middle of the night. Late night telephone calls or text messages are not acceptable. Lastly, be respectful of others' time. Be concise in your communications so that both your time and others' is maximized.

When communicating with your instructors or classmates, be sure to include the course number in your email's subject line or within the first several sentences of your message. With the amount of emails that each person in the class receives, including the course number lets the recipient know that they need to read the email and to which class the email pertains.

BUSINESS PRINCIPLES

BUSI 1301.01

Professionalism

You are expected to be professional at all times throughout this semester. Professionalism is defined as the conduct, behavior, and attitude of a person within a work or business environment. Professionalism directly relates to the policies described above. How we choose to communicate with one another, whether we submit work on time, and the quality of the work we produce all relate to professionalism. Additionally, the attitude you choose to take also relates to being professional. I understand that this may not be your favorite course. I understand that there are assignments that you may not like. That is okay; however, you will still be expected to approach this course and its activities with a positive attitude. Lastly, being professional means appearing professional. It has been said many times that you should dress for the job that you want. Do not come to class or an appointment with me wearing pajamas or anything that would be deemed inappropriate in the business world.

Integrity

Integrity is defined by Merriam-Webster as a firm adherence to a code of especially moral value. A person with integrity is incorruptible. Each of us come from a different background – our stories differ – but we each share one common trait. We are each born with integrity. It cannot be taken away by anyone or anything unless we choose to sacrifice our integrity. In this course, you are expected to be honest. Own your mistakes, seek ways to improve, and you will find success. Cheating will not be tolerated, nor will plagiarism.

Plagiarism is defined as “an act or instance of using or closely imitating the language and thoughts of another author without authorization and the representation of that author’s work as one’s own, as by not crediting the original author.” Plagiarism includes, but is not limited to, copying someone else’s work that they created and/or copying and pasting directly from a website or book without proper citation. If you are believed to be or found plagiarizing or cheating in any way, you will be given one written warning, be reported to the Conduct Officer, and will receive a zero on the assignment for the first offense. I reserve the right to regrade any work that has been submitted up to the point of alleged plagiarism, and this regrade will result in a failing grade. You will be allowed to resubmit any work we find on the first instance of plagiarism, but will not receive a grade higher than 50% of the assignment’s total possible points. If you are found to be cheating or plagiarizing a second time, you will automatically be given an “NC” for the course, without the option to drop the course for the grade of a “W,” and will be reported to the Conduct Officer with the possibility of academic suspension. For more information on plagiarism, I recommend visiting <http://www.plagiarism.org/plagiarism-101/what-is-plagiarism/>.

BUSINESS PRINCIPLES

BUSI 1301.01

Turnitin (<https://www.turnitin.com/>): In order to help students learn proper composition skills and to promote academic honesty, this class will use the services provided by Turnitin (hereinafter, the “Service”). The above URL contains information about the capabilities, services, terms and conditions, and privacy policy of the Service. Faculty may use the Service to review all submitted assignments.

Students agree that by taking this course all required papers may be subject to submission for textual similarity review to Turnitin for the detection of plagiarism. All submitted papers will be included as source documents in the Turnitin reference database solely for the purpose of detecting plagiarism of such papers. Students further understand that if the results of the review support an allegation of academic dishonesty, the students’ work will be investigated and the student is subject to discipline according to policy.

*****INSTRUCTOR NOTE:*****

Deviation from any of the aforementioned course policies, will result in the following penalties:

1st Offense: Written warning from the instructors, a zero grade issued for the activity in which the offense occurred, and a report made to the Conduct Officer. Conduct issues not involving a graded activity will be addressed by written warning from the instructor and a report made to the Conduct Officer.

2nd Offense: Report made to Conduct Officer and immediate removal from the course with an “NC” given for the course grade.

At the end of the semester, grades will not fall like manna from the sky! You EARN your grade. The time to be concerned with your grade is all during the semester, not the day grades are posted. The time to visit with me to express interest in the course, to ask for assistance, or to discuss your grade is WELL BEFORE THE WORK IS DUE. Please ask questions; please let me know how I can help you.

*****INSTRUCTOR NOTE:*****

You need to be concerned about your scholarship, grants, and graduation all during the semester, NOT after you earned an NC or a W. Do not participate when the mood strikes you; you are expected to participate throughout the entire semester. Please contact me if you have extenuating circumstances.

Please understand that I care for each of my students, especially when it comes to their safety and well-being. If during the course of our discussions an issue arises in which I believe

BUSINESS PRINCIPLES

BUSI 1301.01

warrants a referral for Title IX or to our success coaches, I will not hesitate to make the referral. I will do my best to notify you in advance of the referral and will stand by your side as part of your circle of care for as long as you and the college will allow. Should these circumstances arise, please understand that the referral is not disciplinary, but rather an opportunity to intervene early and identify all resources that can help you find academic and personal success.