

**Sul Ross State University**  
**Department of Business Administration**  
**Business Principles**  
**GBA 1301:001**  
**MW 2:00 – 3:15 pm – BAB 317**  
**Fall 2014**

**Course Instructor** Linda McAnally  
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**Office Hours** MW 8:30 – 10:00 am; 1:00 – 2:00 pm  
TR 8:30 – 9:30 am; 2:00 – 3:30 pm  
\*other times are available by appointment

**Course Description:**

The conceptual foundations of business are covered, with consideration of the roles and responsibilities of business in modern society. Most of the course will be devoted to an explanation of business enterprises and their functions. Discussion of current issues including social responsibility, ethics, and environmental policies are also emphasized. Case studies and/or practical problems may be used to illustrate current business practices and functional interrelationships.

*Prerequisite:* With very few exceptions, not open to upper division business students.

**Required Course Materials:**

Nickels et al; *Understanding Business*: 10th ed. McGraw-Hill: 2013; ISBN: 978-0-07-352459-7

**Program Learning Objectives (PLO)**

- PLO 1 Analyze and solve business problems across major business functions, using fundamental business principles and strategies
- PLO 2 Communicate business information through written, oral and other delivery processes
- PLO 3 Identify and discuss the impact of ethical and social responsibility issues in business
- PLO 4 Identify and describe the major components of the external business environment

**Student Learning Outcomes:**

- Introduction to the private enterprise system in the United States and the role of business firms in that system
- Familiarity with how business firms in different industries are both organized and managed
- Appreciation of problems and opportunities one might encounter in a career in business
- Enhanced communication skills and familiarity with business technologies
- Development of a broad based vocabulary of business terminology

**Classroom Behavior**

Distracting behavior such as uninvited casual talk among students, use of cellular phones, beepers or inappropriate behavior toward fellow students or faculty is unacceptable. Turn off your cell phone and any other electronic equipment before class starts. If you turn your phone to vibrate, do not answer it in class and do not leave the classroom to answer your phone. Exceptions to this are emergency personnel.

## Course Grading:

Students will be graded based on the tasks completed and exams. Assignments will have due dates and you need to submit the work on that date. If the assignment is turned in late, 5 points per day will be deducted from the grade on the assignment. If an assignment is turned in more than three days late, you will receive a grade of zero.

Class Participation	15%
Assignments	30%
Exams	40%
Final Exam	15%
Total percentage	100%

Your grade is based on the following scale:

A	90% -100%
B	80-89%
C	70-79%
D	60-69%
F	59% and below

## Class Participation

This class is conducted on a lecture format (for the most part). However, you are urged to participate at your own initiative and determination of participation grades will be based upon both quantity and quality of comments. Thus, your attendance is at a premium and repeated absences from class can only hurt your class standing not enabling you to fully satisfy the course requirements. If you must miss class, please let me know before class begins. Also, from time to time, *we will have in-class exercises which require your participation*. On these occasions, participation is especially important.

Also, it should be noted that the reading assignment is relatively heavy. I know that it is easy to "blow-it- off" and shoot from the hip in case I happen to call for your assistance and I will overlook one or two instances of this but repeated abuse can only diminish the experience for us all. In other words, prepare and show up for class. Finally, if you are having difficulty with any aspect of the course, please let me know as early as possible. I will work with you on fixing whatever may be broken but I have no way of knowing this unless you tell me.

## Attendance

Class attendance is required. Each student is expected to attend class regularly, to arrive on time, and to remain until class is dismissed. Tardiness and leaving class early are disruptive for other students and the instructor. Students who do not arrive promptly or who leave early may be noted as absent.

The class attendance policy on page 74 of the 2012-2014 catalog will be followed. A student will be dropped after they accumulate six absences. General guideline is nine absences for a MWF class, six absences for a MW or TR class and three absences for a night class. Absences from class for University sanctioned activities shall not be included in this count provided the student notifies the instructor in advance.

**Exams:**

The tentative format for all exams in this course will be comprised, for the most part, of "objective type" questions. These may include, but not be limited to, multiple choice, true/false, and matching questions. An additional portion of the exams may also include short answer and/or essay type questions. Material to be covered on each exam will be announced prior to the exam and will be dictated by class progress. The final exam will, of course, cover the entire course. You will be responsible for all course content on all exams. This includes lecture materials, reading assignments from book, outside readings that may be assigned from time to time and any other areas which are course related. In other words, any topic will be "fair game"

NOTE: Make up exams are strongly discouraged

**Class Assignments**

You will have the opportunity to apply some of the things you learn in class to various class assignments. These are a bit like "homework" but more involved and (hopefully) more motivating for you. The assignments will not require huge blocks of time to complete but conversely will not be completed successfully if you only attempt to "jump through the hoop." One requirement pertaining to all assignments is that they be submitted on or before the due date. *Late papers will be penalized 10% for every day late.* ALL assignments should be typed and double spaced and should not exceed the prescribed page requirement.

Finally, you should *carefully proofread your work* and eliminate all spelling, grammatical and punctuation errors before you submit the final document. Further discussion of the requirements for these assignments will be considered in class. It is my hope that these assignments prove beneficial to you in achieving the objectives of the course.

**Academic Honesty**

Cheating or plagiarism includes the copying of all or part of another person's work and will not be tolerated. If you allow your work to be copied or make it available to another student for this purpose you are also cheating. All parties involved will receive an F on the assignment.

**Instructor Expectations:**

You are expected to approach this class in a professional manner. This means completing assignments and exams in a timely manner. Your primary goal as a student is to obtain an education and acquire certain skills to enable you to be productive and competitive in your chosen field. Do not waste your time, your classmates time, or my time by not giving 100 % of your efforts.

**Students With Disabilities**

The University is committed to equal access in compliance with the Americans with Disabilities Act of 1990 (ADA) and section 504 of the Rehabilitation Act of 1973. The Counseling Center has the responsibility to assist students with disabilities in gaining opportunities for full participation in programs, services and activities. Disability Services is currently located in Ferguson Hall #112. The telephone number is (432) 837-8203.

**GBA 1301:001- Fall 2014 - Course Outline**

<b>Date</b>	<b>Day</b>	<b>Description (Subject to change by Instructor)</b>
Aug 25	Mon	Introduction and overview course. Go over syllabus Chapter 1 – Taking Risks and Making Profits within the Dynamic Business Environment
Aug 27	Wed	
Sept 1	Mon	Labor Day – No classes
Sept 3	Wed	Chapter 2 – Understanding How Economics Affect Business
Sept 8	Mon	
Sept 10	Wed	Chapter 5 – How to Form a Business
Sept 15	Mon	
Sept 17	Wed	Chapter 6 – Entrepreneurship and Starting a Small Business
Sept 22	Mon	
Sept 24	Wed	Exam 1 (Chapters 1, 2, 5 & 6)
Sept 29	Mon	Chapter 7 – Management and Leadership
Oct 1	Wed	
Oct 6	Mon	Chapter 8 – Adapting Organizations to Today's Markets
Oct 8	Wed	
Oct 13	Mon	Chapter 9 – Production and Operations Management
Oct15	Wed	
Oct 20	Mon	Exam 2 (Chapters 7, 8 & 9)
Oct 22	Wed	Chapter 13 – Marketing: Helping Buyers Buy
Oct 27	Mon	
Oct 29	Wed	Chapter 14 – Developing and Pricing Goods and Service
Nov 3	Mon	
Nov 5	Wed	Chapter 15 – Distributing Products
Nov 10	Mon	Chapter 16 – Using Effective Promotions
Nov 12	Wed	
Nov 17	Mon	Exam 3 (Chapters 13, 14, 15 & 16)
Nov 19	Wed	Chapter 17 – Understanding Account and Financial Information
Nov 24	Mon	Chapter 18 – Financial Management

Nov 26	Wed	Thanksgiving Holiday
Nov 28	Fri	Thanksgiving Holiday
Dec 1	Mon	
Dec 3	Wed	Last class Day- Exam 4 (Chapters 17 & 18)
Dec 4	Thur	Dead Day
Dec 5	Fri	Dead Day
Dec 10	Wed	Final Exam 3:00 pm