

Sul Ross State University
Department of Business Administration
Business Principles
GBA 1301:001
TR 12:30 – 1:45 BAB 318
Spring 2016

Course Instructor Linda McAnally
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Office Hours MW 8:30 – 11:00 am
TR 8:30 - 9:30 am
***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: None

Required Course Materials:

Business in Action, 7th ed by Bovee. Pearson; ISBN: 9780133773897. Book is required.

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	20%
Assignments	20%
Exams	45%
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. When a student has to miss a class due to an authorized University activity, it will be the responsibility of the student to notify the instructor of the class in advance. The department responsible for the authorized University activity will also notify instructors through the Student Life Office by providing an explained absence list to the office. Instructors will give students participating in an authorized University activity the opportunity to make up class work, including tests, within a reasonable time and at the convenience of the instructor.

The class attendance policy on page 66 of the 2014-2016 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

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 and Accessibility Services has the responsibility to assist students with disabilities in gaining opportunities for full participation in programs, services and activities. Counseling and Accessibility Services is currently located in Ferguson Hall #112. The telephone number is (432) 837-8203.

GBA 1301:001- Spring 2016 - Course Outline

Date	Day	Description (Subject to change by Instructor)
Jan 19	Tue	Introduction and overview course. Go over syllabus
Jan 21	Thur	PowerPoint Assignment
Jan 26	Tue	Chapter 1:Developing a Business Mindset
Jan 28	Thur	Complete assignments in Blackboard. You may complete assignments by hand or in Blackboard.
Feb 2	Tue	Chapter 2:Understanding Basic Economics
Feb 4	Thur	Complete assignments in Blackboard. You may complete assignments by hand or in Blackboard
Feb 9	Tue	Chapter 4:Business Ethics and Corporate Social Responsibility
Feb 11	Thur	Complete assignments in Blackboard. You may complete assignments by hand or in Blackboard
Feb 16	Tue	Chapter 5: Forms of Ownership
Feb 18	Thur	Complete assignments in Blackboard. You may complete assignments by hand or in Blackboard
Feb 23	Tue	Exam 1 (Chapters 1, 2, 4 & 5)
Feb 25	Thur	Chapter 6: Entrepreneurship and Small Business Ownership
Mar 1	Tue	Complete assignments in Blackboard. You may complete assignments by hand or in Blackboard
Mar 3	Thur	Chapter 7: Management Roles, Functions and Skills
Mar 8	Tue	Complete assignments in Blackboard. You may complete assignments by hand or in Blackboard
Mar 10	Thur	Chapter 10: Employee Motivation
Mar 15	Tue	SPRING BREAK
Mar 17	Thur	SPRING BREAK
Mar 22	Tue	Complete assignments in Blackboard. You may complete assignments by hand or in Blackboard
Mar 24	Thur	Chapter 11: Human Resource Management
Mar 29	Tue	Complete assignments in Blackboard. You may complete assignments by hand or in Blackboard
Mar 31	Thur	Exam 2 (chapters 6, 7, 10 & 11)
Apr 5	Tue	Chapter 13: The Art and Science Marketing
Apr 7	Thur	Complete assignments in Blackboard. You may complete assignments by hand or in Blackboard
Apr 12	Tue	Chapter 14: Product and Pricing Strategies
Apr 14	Thur	Complete assignments in Blackboard. You may complete assignments by hand or in Blackboard
Apr 19	Tue	Chapter 17: Financial Information and Accounting Concepts

Apr 21	Thur	Complete assignments in Blackboard. You may complete assignments by hand or in Blackboard
Apr 26	Tue	Chapter 18: Financial Management
Apr 28	Thur	Complete assignments in Blackboard. You may complete assignments by hand or in Blackboard
May 3	Tue	Exam 3 (Chapters 13, 14, 17 & 18)
May 5	Thur	Dead Day
May 6	Fri	Dead Day
May 12	Thur	Final Exam 10:15 – 12:15, BAB 318