

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

**Course Instructor** Linda McAnally  
**Office** BAB 308  
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**Electronic Mail** [lindam@sulross.edu](mailto:lindam@sulross.edu)  
**Office Hours** MW 8:30 – 9:30 am; 2:00 – 3:00 pm  
TR 2:00 – 3:00 pm  
**Other Times 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:**

*Loose-Leaf Edition, Understand Business: The Core* by W. Nickels, J. McHugh and S. McHugh. ISBN: 9781259869297. 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

**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 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.

## **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 unless you have an emergency.

**Students misbehaving in class will be asked to write a ten page paper on why they cannot behave as an adult in class. This paper will become part of the Homework Grade and if not submitted will be assigned as an “F”. Also, disruptive students will be called to the front and asked to lead the class discussion and/or problems solving session.**

## **Assignments:**

Students are required to read the assigned materials prior to class and be prepared to participate in class discussions. Homework will not be accepted late. Please read the syllabus and follow the timeline on assignments.

## **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	10%
Assignments	30%
Exams	60%
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

## **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.

## **Students with Disabilities:**

Sul Ross State University is committed to compliance with the Americans with Disabilities Act of 1990 (ADA) and Section 504 of the Rehabilitation Act of 1973. Qualified students with disabilities needing academic or other accommodations to facilitate full participation in our programs, services and activities should contact the Accessibilities Coordinator, Ferguson Hall Room 112, Monday – Friday 8:00 a.m. – 5:00 p.m., 432-837-8203.

## **Course Schedule and Assignments:**

Please see attached page for course schedule. Assignments will be posted in Blackboard as assigned.

**GBA 1301:001- Fall 2016 - Schedule**

<b>Date</b>	<b>Day</b>	<b>Description (Subject to change by Instructor)</b>
8/23/2016	Tue	Introduction and overview course. Go over syllabus
8/25/2016	Thur	Introductions
8/30/2016	Tue	Chapter 1: Taking Risks and Making Profits within the Dynamic Business Environment
9/1/2016	Thur	Cont'd Chapter 1 - Complete assignments posted in Blackboard.
9/6/2016	Tue	Chapter 2: Understanding Economics and How it Affects Business
9/8/2016	Thur	Cont'd Chapter 2 - Complete assignments posted in Blackboard.
9/13/2016	Tue	Chapter 4: Demanding Ethical and Socially Responsible Behavior
9/15/2016	Thur	Cont'd Chapter 4 Complete assignments posted in Blackboard.
9/20/2016	Tue	Chapter 5: How to Form a Business
9/22/2016	Thur	Cont'd Chapter 5 - Complete assignments posted in Blackboard.
9/27/2016	Tue	Exam 1 ( Chapters 1, 2, 4 & 5)
9/29/2016	Thur	Chapter 6: Entrepreneurship and Starting a Small Business
10/4/2016	Tue	Cont'd Chapter 6 - Complete assignments posted in Blackboard.
10/6/2016	Thur	Chapter 7: Management and Leadership
10/11/2016	Tue	Cont'd Chapter 7 - Complete assignments posted in Blackboard.
10/13/2016	Thur	Chapter 10: Motivating Employees
10/18/2016	Tue	Cont'd Chapter 10 - Complete assignments posted in Blackboard.
10//20/2016	Thur	Chapter 11: Human Resource Management: Finding and Keeping the Best Employees
10/25/2016	Tue	Cont'd Chapter 11 - Complete assignments posted in Blackboard.
10/27/2016	Thur	Exam 2 (chapters 6, 7, 10 & 11)
11/1/2016	Tue	Chapter 13: Marketing: Helping Buyers Buy
11/3/2016	Thur	Chapter 13 cont'd - Complete assignments posted in Blackboard.
11/8/2016	Tue	Chapter 14: Managing the Marketing Mix: Product, Price, Place and Promotion
11/10/2016	Thur	Cont'd Chapter 14 - Complete assignments posted in Blackboard.
11/15/2016	Tue	Chapter 15: Understanding Accounting and Financial Information
11/17/2016	Thur	Cont'd Chapter 15 - Complete assignments posted in Blackboard

11/22/2016	Tue	Chapter 16: Financial Management
11/24/2016	Thur	Thanksgiving Holidays ( November 23 – 25 <sup>th</sup> )
11/29/2016	Tue	Cont'd Chapter 16 - Complete assignments posted in Blackboard.
12/1/2016	Thur	Dead Day
12/2/2016	Fri	Final Exams start (Dec 2 – Dec 7)
12/7/2016	WED	Final Exam at 10:15 – 12:15 in BAB 318 (Chapters 13, 14, 15 & 16)