

Sul Ross State University
Department of Business Administration
Business Principles
GBA 1301:002
MW 12:30 – 1:45 BAB 318
Fall 2016

Course Instructor Linda McAnally
Office BAB 308
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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

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.

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:

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 1301:002- Fall 2016 - Course Outline

Date	Day	Description (Subject to change by Instructor)
8/22/2016	Mon	Introduction and overview course. Go over syllabus
8/24/2016	Wed	Introductions
8/29/2016	Mon	Chapter 1: Taking Risks and Making Profits within the Dynamic Business Environment
8/31/2016	Wed	Cont'd Chapter 1 - Complete assignments posted in Blackboard.
9/5/2016	Mon	Labor Day Holiday, no classes
9/7/2016	Wed	Chapter 2: Understanding Economics and How it Affects Business
9/12/2016	Mon	Cont'd Chapter 2 - Complete assignments posted in Blackboard
9/14/2016	Wed	Chapter 4- Demanding Ethical and Social Responsible Behavior
9/19/2016	Mon	Cont'd Chapter 4 - Complete assignments posted in Blackboard
9/21/2016	Wed	Chapter 5: How to Form a Business
9/26/2016	Mon	Cont'd 5 - Complete assignments posted in Blackboard
9/28/2016	Wed	Exam 1 (Chapters 1, 2, 4 & 5)
10/3/2016	Mon	Chapter 6: Entrepreneurship and Starting a Small Business
10/5/2016	Wed	Cont'd Chapter 6 - Complete assignments posted in Blackboard.
10/10/2016	Mon	Chapter 7: Management and Leadership
10/12/2016	Wed	Cont'd Chapter 7 - Complete assignments posted in Blackboard.
10/17/2016	Mon	Chapter 10: Motivating Employees
10/19/2016	Wed	Cont'd Chapter 10 - Complete assignments posted in Blackboard.
10/24/2016	Mon	Chapter 11: Human Resource Management: Finding and Keeping the Best Employees
10/26/2016	Wed	Cont'd Chapter 11 - Complete assignments in Blackboard.
10/31/2016	Mon	Exam 2 (chapters 6, 7, 10 & 11)
11/2/2016	Wed	Chapter 13: Marketing: Helping Buyers Buy
11/7/2016	Mon	Cont'd Chapter 13 - Complete assignments posted in Blackboard.
11/9/2016	Wed	Chapter 14: Managing the Marketing Mix: Product, Price, Place and Promotion

11/14/2016	Mon	Cont'd Chapter 14 - Complete assignments in Blackboard.
11/16/2016	Wed	Chapter 15: Understanding Accounting and Financial Information
11/21/2016	Mon	Cont'd Chapter 15 - Complete assignments posted in Blackboard.
11/23/2016 – 11/25/2016	Wed	Thanksgiving Holidays, No classes
11/28/2016	Mon	Chapter 16: Financial Management
11/30/2016	Wed	Cont'd Chapter 16 - Complete assignments posted in Blackboard. Last class day
12/1/2016	Thur	Dead Day
12/6/2016	TUE	Final Exam (Chapters 13, 14, 15 & 16) scheduled at 12:30 – 2:30