

Sul Ross State University
Department of Business Administration
Business Principles
GBA 1301:001
TR 12:30 – 1:45 BAB 318
Spring 2017

Course Instructor Linda McAnally
Office BAB 308
Office Telephone (432) 837-8073/8066
FAX (432) 837-8003
Electronic Mail lindam@sulross.edu
Office Hours MW 10:00 – 11:00 am; 2:00 – 3:00 pm
TR 8:00 – 9:30 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.

Required Course Materials:

Understanding Business: The Core (Connect Access Code) by W. Nickels, J. McHugh and S. McHugh.
ISBN 9781259869280.

Student Learning Outcomes (SLO)

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

Student Learning Objectives:

The student will be able to

- Describe the relationship between profit and risk, and show how businesses and nonprofit organizations can raise the standard living for all.
- Explain why people take the risks of entrepreneurship, list the attributes of successful entrepreneurs; and describe entrepreneurial teams, intrapreneurs, and home- and web-based businesses.
- Analyze the of U.S. businesses in influencing ethical behavior and social responsibility in global markets.
- Identify the levels of Maslow's hierarchy of needs and apply them to employee motivation.
- Compare the advantages and disadvantages of various advertising media ,including the internet and social media.
- Demonstrate communication skills and familiarity with business technologies

Attendance

Class attendance is required. Regular class attendance is expected. Students should 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 pages 79-82 of the 2016-2017 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.

Assignments:

Students are required to read the assigned materials prior to class and be prepared to participate in class discussions. All assignments must be completed using Connect. 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%
Connect 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.

GBA 1301:001- Spring 2017 - Schedule

Date	Day	Description (Subject to change by Instructor)
1/17/2017	Tue	Introduction and overview course. Go over syllabus
1/19/2017	Thur	Students registered for Connect
1/24/2017	Tue	Connect assignment
1/26/2017	Thur	Chapter 1:Taking Risks and Making Profits within the Dynamic Business Environment
1/31/2017	Tue	Cont'd Chapter 1 - Complete assignments posted in connect
2/2/2017	Thur	Chapter 2:Understanding Economics and How it Affects Business
2/7/2017	Tue	Cont'd Chapter 2 - Complete assignments posted in Connect
2/9/2017	Thur	Chapter 4:Demanding Ethical and Socially Responsible Behavior
2/14/2017	Tue	Cont'd Chapter 4 Complete assignments posted in Connect
2/16/2017	Thur	Chapter 5: How to Form a Business
2/21/2017	Tue	Cont'd Chapter 5 - Complete assignments posted in Connect
2/23/2017	Thur	Exam 1 (Chapters 1, 2, 4 & 5).
2/28/2017	Tue	Chapter 6: Entrepreneurship and Starting a Small Business.
3/2/2017	Thur	Cont'd Chapter 6 - Complete assignments posted in Connect
3/7/2017	Tue	Chapter 7: Management and Leadership
3/9/2017	Thur	Cont'd Chapter 7 - Complete assignments posted in Connect.
3/14/2017	Tue	Spring Break(March 13-17) Monday- Friday)
3/16/2017	Thur	Spring Break(March 13-17) Monday- Friday)
3/21/2017	Tue	.Chapter 10: Motivating Employees
3/23/2017	Thur	Cont'd Chapter 10 - Complete assignments posted in Connect
3/28/2017	Tue	Chapter 11: Human Resource Management: Finding and Keeping the Best Employees
3/30/2017	Thur	Cont'd Chapter 11 - Complete assignments posted in Connect

4/4/2017	Tue	Exam 2 (chapters 6, 7, 10 & 11)
4/6/2017	Thur	Chapter 13: Marketing: Helping Buyers Buy
4/11/2017	Tue	Chapter 13 cont'd - Complete assignments posted in Connect.
4/13/2017	Thur	Chapter 14: Managing the Marketing Mix: Product, Price, Place and Promotion
4/18/2017	Tue	Cont'd Chapter 14 - Complete assignments posted in Connect
4/20/2017	Thur	Chapter 15: Understanding Accounting and Financial Information
4/25/2017	Tue	Cont'd Chapter 15 - Complete assignments posted in Connect
4/27/2017	Thur	Chapter 16: Financial Management
5/2/2017	Tue	Cont'd Chapter 16 - Complete assignments posted in Connect.
5/4/2017	Thur	Dead Day
5/5/2017	Fri	Final Exams start (May 5, May 8-10)
5/10/2017	WED	Final Exam will be Wednesday, May 10 at 10:15 – 12:15 in BAB 318 (Chapters 13, 14, 15 & 16)