

Sul Ross State University
Department of Business Administration
Business Principles
GBA 1301:001
MW 11:00 – 12:15 BAB 318
Fall 2018

Course Instructor Linda McAnally
Office BAB 308
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Office Hours MW 9:00 – 11:00 am
TUE 1:00 – 3:00 pm
Other Times by Appointment

Course Description:

The conceptual foundations of business will be 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 will also be emphasized. Case studies and/or practical problems will be used to illustrate current business practices and functional interrelationships.

Required Course Materials:

Loose-Leaf Edition, *Business Foundations: A Changing World*; Ferrell, 11th edition. McGraw Hill. ISBN 9781260148787. Connect is required.

Student Learning Outcomes (SLO)

- SLO 1 Students will be able to analyze and solve business problems across major business functions, using fundamental business principles and strategies
- SLO 2 Students will be able to communicate about contemporary business related topics.
- SLO 3 Students will be able to comprehend the impact of ethical and social responsibility in business

Attendance

Regular class attendance is important to the attainment of the educational objectives of the University. Therefore, students should attend all classes. Attendance includes being punctual for class and ready to engage with the professor and the day's material. The instructor's policy on class attendance will be explained at the beginning of the semester or term. In accordance with the instructor's policy, the instructor has the right to penalize students who are out of compliance with the class attendance policy.

Authorized/Excused Absences Statement. An absence because of participation in an official University activity is considered to be an authorized/excused absence. While every effort will be made by departments to minimize missed class time of students by careful scheduling of authorized University activities, 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 excused 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. Should an instructor have an attendance policy that allows for the dropping of a student after a certain number of absences, authorized/excused absences will not be counted towards that number of absences. Any student dropped for excessive absences will receive either an "F" or a "W" depending upon the faculty member's discretion.

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. 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.

Connect and Class Assignments	40%
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:

The following is copied from the Student Handbook and will be adhered to:

The University expects all students to engage in all academic pursuits in a manner that is beyond reproach and to maintain complete honesty and integrity in the academic experiences both in and out of their classroom. The University may initiate disciplinary proceedings against a student accused of any form of academic dishonesty, including but not limited to, cheating on an examination or other academic work, plagiarism, collusion, and the abuse of resource materials.

“Cheating” includes:

1. Copying from another student’s test paper, laboratory report, other report, or computer files, data listings, and/or programs, or allowing another student to copy from same.
2. Using, during a test, materials not authorized by the person giving the test.
3. Collaborating, without authorization, with another person during an examination or in preparing academic work.
4. Knowingly, and without authorization, using, buying, selling, stealing, transporting, soliciting, copying, or possessing, in whole or in part, the contents of a non-administered test.
5. Substituting for another student; permitting any other person, or otherwise assisting any other person to substitute for oneself or for another student in the taking of an examination or test or the preparation of academic work to be submitted for academic credit.

6. Bribing another person to obtain a non-administered test or information about a non-administered test.

7. Purchasing, or otherwise acquiring and submitting as one's own work any research paper or other writing assignment prepared by an individual or firm. This section does not apply to the typing of a rough and/or final version of an assignment by a professional typist.

8. "Plagiarism" means the appropriation and the unacknowledged incorporation of another's work or idea in one's own written work offered for credit.

9. "Collusion" means the unauthorized collaboration with another person in preparing written work offered for credit.

10. "Abuse of resource materials" means the mutilation, destruction, concealment, theft or alteration of materials provided to assist students in the mastery of course materials.

11. "Academic work" means the preparation of an essay, dissertation, thesis, report, problem, assignment, or other project that the student submits as a course requirement or for a grade.

12. "Falsification of Data" means the representation, claim, or use of research, data, statistics, records, files, results, or information that is falsified, fabricated, fraudulently altered, or otherwise misappropriated or misrepresented.

SRSU Disability Services:

ADA (Americans with Disabilities Act) Sul Ross State University is committed to equal access in compliance with the Americans with Disabilities Act of 1973. It is the student's responsibility to initiate a request for accessibility services. Students seeking accessibility services must contact Mary Schwartze-Grisham, M. Ed., LPC., in Counseling and Accessibility Services, Ferguson Hall, Room 112. The mailing address is P.O. Box C-122, Sul Ross State University, Alpine, Texas. Telephone: 432-837-8691. E-mail: mschwartz@sulross.edu .

GBA 1301
Business Principles
Class Schedule - Fall 2018

Date	Chapter	Exercises	Problems
8/27/2018 8/29/2018		Introduction - Get book and access code to connect Oral report - introduction of self	
9/3/2018 9/5/2018	1	Holiday The Dynamics of business and Economics	Connect
9/10/2018 9/12/2018	1 2	The Dynamics of Business and Economics Business Ethics and Social Responsibility	Connect
9/17/2018 9/19/2018	2 4	Business Ethics and Social Responsibility Options for Organizing a Business	Connect
9/24/2018 9/26/2018	4 5	Options for Organizing a Business Small Business, Entrepreneurship, and franchising	Connect
10/1/2018 10/3/2018	5	Small Business, Entrepreneurship, and franchising Exam 1 (Chapters 1, 2, 4, and 5)	
10/8/2018 10/10/2018	6 6	The Nature of Management The Nature of Management	Connect
10/15/2018 10/17/2022	7 7	Organization, Teamwork, and Communication Organization, Teamwork, and Communication	Connect
10/22/2018 10/24/2018	9 9	Motivating the Workforce Motivating the Workforce	Connect
10/29/2018 10/31/2018	10 10	Managing Human Resources Managing Human Resources	Connect
11/5/2018 11/7/2018	11	Exam 2 (Chapters 6, 7, 9 and 10) Customer-Driven Marketing	Connect
11/12/2018 11/14/2018	11 13	Customer-Driven Marketing Digital Marketing and Social Networking	Connect
11/19/2018 11/21/2018	13	Digital Marketing and Social Networking Thanksgiving Holidays - Nov 21 - 23	
11/26/2018	14	Accounting and Financial Statements	Connect

11/28/2018	14	Accounting and Financial Statements	
12/3/2018	15	Money and the Financial System	Connect
12/5/2018	15	Money and the Financial System (Last Class Day)	
12/6/2018		Dead Day - No classes	
12/7, 12/10 - 12/12		Finals	
12/11/2018		Final exam at 10:15 - 12:15 BAB 318	
(Chapters 11, 13, 14, and 15)			

