

**Sul Ross State University**  
**Department of Business Administration**  
**Business Principles**  
**GBA 1301:001**  
**MW 11:00 – 12:15 BAB 304**  
**Fall 2019**

**Course Instructor** Linda McAnally  
**Office** BAB 308  
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**Office Hours** MON 12:30 – 1:30 pm  
TUE 8:30 – 9:30 am; 11:00 – 12:00  
WED 9:00 – 11:00; 12:30 – 1:30  
Thursday 8:30 – 9:30  
**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:**

*Business Foundations: A Changing World; with Connect Access.* Ferrell, 12<sup>th</sup> edition. McGraw Hill.. ISBN 97812600488784. Connect is required. Attached is the page with the website to register for connect.

**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/excuses 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	30%
Class participation	10%
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](mailto:mschwartz@sulross.edu) .

**Course Calendar for GBA 1301, Fall 2019**

<b>Date</b>	<b>Day</b>	<b>Topics and Assignments</b>
Aug 26	Mon	<b>Introduction – Get book and access code to connect</b>
Aug 28	Wed	<b>Student introduction</b>
Sept 2	Mon	<b>Labor Day Holiday (No Classes)</b>
Sept 4	Wed	<b>Chapter 1: The Dynamics of Business and Economics</b>
Sept 9	Mon	<b>Connect Assignments due Oct 2</b>
Sept 11	Wed	<b>Chapter 2: Business Ethics and Social Responsibility</b>
Sept 16	Mon	<b>Connect Assignments due Oct 2</b>
Sept 18	Wed	<b>Chapter 4: Options for Organizing a Business</b>
Sept 23	Mon	<b>Connect Assignments due Oct 2</b>
Sept 25	Wed	<b>Chapter 5: Small Business, Entrepreneurship and Franchising</b>
Sept 30	Mon	<b>Connect Assignments due Oct 2</b>
Oct 2	Wed	<b>Exam 1 (Chapters 1, 2, 4 and 5)</b>
Oct 7	Mon	<b>Chapter 6: The Nature of Management</b>
Oct 9	Wed	<b>Connect Assignments due Nov 4</b>
Oct 14	Mon	<b>Chapter 7: Organization, Teamwork and Communication</b>
Oct 16	Wed	<b>Connect Assignments due Nov 4</b>
Oct 21	Mon	<b>Chapter 9: Motivating the Workplace</b>
Oct 23	Wed	<b>Connect Assignments due Nov 4</b>
Oct 28	Mon	<b>Chapter 10: Managing Human Resources</b>
Oct 30	Wed	<b>Connect Assignments due Nov 4</b>
Nov 4	Mon	<b>Exam 2 (Chapters 6, 7, 9 and 10)</b>
Nov 6	Wed	<b>Chapter 11: Customer Driven Marketing</b>
Nov 11	Mon	<b>Veterans Holiday (No Classes)</b>
Nov 13	Wed	<b>Connect Assignments due Dec 6</b>
Nov 18	Mon	<b>Chapter 13: Digital Marketing and Social Networking</b>

Nov 20	Wed	<b>Connect Assignments due Dec 6</b>
Nov 25	Mon	<b>Chapter 14: Accounting and Financial Statements</b>
Nov 27 – Nov 29	Wed- Fri	<b>Thanksgiving Holiday (No classes)</b>
Dec 2	Mon	<b>Connect Assignments due Dec 6</b>
Dec 4	Wed	<b>Chapter 15: Money and the Financial System</b> <b>Connect Assignments due Dec 6<sup>th</sup></b>
Dec 5	Thur	<b>Dead Day</b>
Dec 6, 9-11		<b>Final Exams (Begin on Friday, Mon – Wed)</b>
<b>May 10</b>	Tue	<b>Final exam (Chapters 11, 13, 14 and 15)</b> <b>10:15 – 12:15</b>