

GBUS4315- Current Topics in Business

The American Entrepreneurial Tradition

Summer I 2020 SESSION
Online

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AVAILABILITY HOURS:

Via CHAT, EMAIL or PHONE,
830 407-9178
Monday, Tuesday, Thursday; 10:00 AM to 1:00 PM

GRADING: Grades will be determined as follows:

Discussions (6)	150 Points
Assignments (2)	200 points
Final	150 points
Total Points	500 points

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ONLINE COURSE PROCEDURES: It will be your responsibility to check the Blackboard website frequently. You are also required to check your Sul Ross email account since all individual communication will be sent to that address.

YOU ARE REQUIRED TO DOWNLOAD AND USE THE MOZILLA INTERNET BROWSER from Firefox OR Chrome by Google. The Microsoft Internet Explorer in the later versions has recently caused a variety of problems when taking these online exams. Mozilla is available as a free download. Click on the Help and Resources tab when you first log onto the course and then click on Downloads, Utilities, etc. If you need help with this download, contact our OIT department immediately.

Each week, you should read the assigned chapters and check for any new material, new assignments or weekly discussion threads

REQUIRED TEXTS:

1. *"The Innovators: The Engineering Pioneers who Transformed America"* by D.P. Billington, 1st Ed., (1996), Wiley, ISBN-13: 978-0471140962
2. *"An Empire of Wealth"* by John Steele Gordon 1st ed. Harper Perennial ISBN-13: 978-0060505127

OFFICIAL COMMUNICATION: All official communication by the University or me will be sent to your Sul Ross email account. As a result, you are required to activate your email account and check it from time to time for personal communication. I encourage you to email me if you have questions or comments, BUT PLEASE include your full name and the course for which you have questions. Even if you submit your email through the Blackboard site, I cannot tell which course you are in nor what your real name is (i.e., egar123) unless you put it in the body of your email.

TECHNOLOGY HELP: Obtain your SRSU email account name and password directly from the **Central Help Desk at 1-888-837-2882**. For most technology problems, first go to the Lobo Technology Assistance Center (LTAC). The quicklink to this site is available from our home page under the "My SRSU" tab. For specific help with any aspect of Blackboard, including problems with online exams, contact our Blackboard administrators in Alpine.

BLACKBOARD HELP: The Online Support Desk

The Support Desk is where you can direct your more technical questions. For example, if you are having issues submitting a document, getting videos to play, or you are dealing with a technical error in the course. The support desk is open 24 hours a day/7 days a week for your convenience. You can reach the support desk:

- By calling 888.837.6055
- Via email blackboardsupport@sulross.edu
- Using resources from the Technology Support tab within blackboard
- Clicking the Support Desk graphic on the course homepage

As always, academic questions about course assignments, due dates and general course questions should be directed to me (instructor).

STUDENT LEARNING OUTCOMES:

1. Develop a general understanding of American business history

Assessment: Written assignments, exams and class discussion.

2. Describe how the forces which shaped the American nation also shaped American enterprise

Assessment: Written assignments, exams and class discussion.

3. Recognize how the contributions of American entrepreneurs created the modern world

Assessment: Written assignments, exams and class discussion.

4. Integrate these lessons from American business history to forge a 21st vision for American business

Assessment: Written assignments, exams and class discussion.

Marketable Skills for the Aligned BBA Degrees

Marketable Skill 1: Students will have the ability to apply the principles of business they learn to the management of existing businesses or the creation of new businesses.

Marketable Skill 2: Students will have the ability to use research and analysis to make informed decisions.

Marketable Skill 3: Students will have the ability to write business letters, emails, resumes and reports

Marketable Skill 4: Students will have the ability to make effective oral presentations to both professional and general audiences.

ADA STATEMENT:

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 Kathy Biddick in Student Services, Room C-102, Uvalde campus. The mailing address is 2623 Garner Field Road, Rio Grande College-Sul Ross State University, Uvalde, Texas 78801. Telephone: 830-279-3003. E-mail: kbiddick@sulross.edu

DISTANCE EDUCATION STATEMENT

Students enrolled in distance education courses have equal access to the university's academic support services, such as Smarthinking, library resources, such as online databases, and instructional technology support. For more information about accessing these resources, visit the SRSU website. Students should correspond using Sul Ross email accounts and submit online assignments through Blackboard, which requires secure login information to verify students' identities and to protect students' information. ***[If the course requires students to take proctored exams or to purchase additional software or equipment, please describe those requirements here.]*** The procedures for filing a student complaint are included in the student handbook. Students enrolled in distance education courses at Sul Ross are expected to adhere

to all policies pertaining to academic honesty and appropriate student conduct, as described in the student handbook. Students in web-based courses must maintain appropriate equipment and software, according to the needs and requirements of the course, as outlined on the SRSU website.

Schedule for GBUS4315 – Summer I 2020

Week	Topic	Readings
May 20	A Nation of Entrepreneurs	Innov. Chapters 1-2 Empire Chapters 1-7
May 25	The Steam Power Revolution Assignment 1 due May 31, 2020	Innov. Chp 3, 5, 6 Empire Chp 9, 10, 11
June 1	Emergence of Consumer Markets	Innov. Chp 10-11 Empire Chp 12-16
June 8	The Electronic and Digital Age Assignment 2 due June 14, 2020	Innov. None Empire Chp 17-20
June 15	The American Business Tradition	Innov. None Empire None
June 22	Final Exam	Due on Wednesday, June 24, 2020