

**SUL ROSS STATE UNIVERSITY
COURSE SYLLABUS
GBA 1301
BUSINESS PRINCIPLES
SPRING 2023
T TH 9:30 – 10:45 BAB 317**

I. INSTRUCTOR: Clark Nussbaum
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Times by Appointment
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II. PROGRAM LEARNING OUTCOMES:

- **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.

III. STUDENT LEARNING OUTCOMES:

- SLO1 - 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 understand the impact of ethical and social responsibility issues in business

IV. TEXT:

Step #1: Please visit the Academic Media Solutions' website at:

<https://academicmediasolutions.textbookmedia.com/default.aspx>

Step #2: Please go thru the registration process by clicking the “**Register Now**” link. Select **STUDENT** as the type of user. Save the username (email address) and password for future visits.

Step #3: To find your textbook used in class, **INTRODUCTION TO BUSINESS, Third Edition** by Gaspar/Bierman/Kolari/Hise/Smith/Arreola-Risa click on **Booklist**. Select the format you want to purchase. Click on “**Add to Cart**”, then **Checkout**. Once the order is placed, you will receive a confirmation by email. Print orders may take up to seven business days, but you’ll have access to the online eBook immediately in My Account. In addition, there are a variety of affordable study aids also available for purchase that go with your textbook.

V. **GRADE:** The grade for this course will be:

Attendance	100
Cases Studies	500
3 Exams	300
FINAL EXAM	<u>100</u>
	1000

No make-up exams or extra credit will be given.

VI. **ATTENDANCE:** The attendance policy as outlined in the Sul Ross catalog will be followed. Excessive absences could cause a student to be dropped with an “F”.

VII. **ACADEMIC HONESTY:** You are expected to do your own work on any assignment and test. If a student is caught cheating, a grade of zero will be assigned to that work.

VIII. **INSTRUCTOR EXPECTATIONS:** You are expected to approach this class in a professional manner. This means coming to class regularly, on time and prepared to participate. 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.

Alpine Disability statement:

SRSU Disability Services. Sul Ross State University (SRSU) is committed to equal access in compliance with Americans with Disabilities Act of 1973. It is SRSU policy to provide reasonable accommodations to students with documented disabilities. It is the student’s responsibility to initiate a request each semester for each class. Alpine students seeking accessibility/accommodations services must contact Mary Schwartz Grisham, M.Ed., LPC, SRSU’s Accessibility Services Coordinator at 432-837-8203 (please leave a message and we’ll get back to you as soon as we can during working hours), or email mschwartz@sulross.edu Our office is located on the first floor of Ferguson Hall (Suite 112), and our mailing address is P.O. Box C-122, Sul Ross State University, Alpine, Texas, 79832.

IX. **SRSU Library Services**

The Sul Ross Library offers FREE resources and services to the entire SRSU community. Access and borrow books, articles, and more by visiting the library’s website, library.sulross.edu. Off-campus access requires your LobID and password. Check out materials using your photo ID. Librarians are a tremendous resource for your coursework and can be reached in person, by email (srsulibrary@sulross.edu), or phone (432-837-8123).

X. **ACADEMIC GRIEVANCE PROCEDURE:** Should you have a problem or concern, it is important that you follow the chain-of-command in addressing your problem. The chain-of-command, in order of who you would see first, is as follows: (1) Instructor (2) Chair (3) Dean of Professional Studies (4) Provost and Vice-President of Academic Affairs and (5) President.

XI. COURSE COVERAGE

Please see attached spreadsheet with class schedule and assignments.

DATES	Chapter	Topic	WRITING ASSIGNMENTS
1/19		Introduction	
1/24	1	WHAT IS BUSINESS	PG 25 MCDONALDS CORPORATION RONALD GOES TO FRANCE 1/30
1/26		SPEAKER	
1/31	2	THE ENVIRONMENT OF BUSINESS	
2/2	3	BUSINESS GOVERNANCE, ETHICS, & SOCIAL RESPONSIBILITY	PG 89 THE KILLING OF JAMAL KHASHOGGI IN TURKEY Due 2/7
2/7	4	SMALL BUSINESS & ENTREPRENEUSHIP	PG 119 GLOBAL SMALL BUSINESS & THE INTERNET Due 2/14
2/9		EXAM 1 CH 1-4	
2/14	5	MANAGING & ORGANIZING BUSINESS	PG 152 WELLS FARGO FAKE ACCOUNTS Due 2/21
2/16	6	HUMAN RESOURCES MANAGEMENT	
2/21	6		
2/23	7	MOTIVATING & LEADING EMPLOYEES	PG 231 SAMSUNG: PREPARING TOMORROW'S LEADERS? Due 3/1
2/28		EXAM 2 CH 5-7	
3/2	8	MARKETING BASICS	PG 263 FRANCHISING AS A MARKETING STRATEGY Due 3/9
3/7	9	DEVELOPING THE PRODUCT & PRICING MIXES	PG 280 ROBLOX USES TWEENS TO DEVELOP NEW PRODUCTS Due 3/16
3/9			

3/13-3/17		SPRING BREAK	
3/21	10	DEVELOPING THE PROMOTION & DISTRIBUTION MIXES	PG 314 SOCIAL MEDIA ARE USED TO PROMOTE COMPANIES' PRODUCTS & SERVICES Due 3/24
3/23		EXAM 3 CH 8-10	
3/28	11	ACCOUNTING FOR DECISION MAKING	
3/30	11		
4/4	12	FINANCIAL REPORTING	
4/6	12		
4/11	13	FINANCIAL MANAGEMENT OF THE FIRM & INVESTMENT MANAGEMENT	
4/13	13		
4/14		LAST DAY TO DROP WITH A "W"	
4/18	14	UNDERSTANDING THE FINANCIAL SYSTEM	PG 436 ONLINE BANKING Due 4/22
4/20	14	MONEY & BANKING	
4/25	15	PERSONAL FINANCIAL PLANNING	PG 481 BUYING STOCK IN MULTINATIONAL COMPANIES IS A WAY TO DIVERSIFY YOUR INVESTMENT PORTFOLIO Due 5/1
4/27	15		
5/2	16	MANAGING BUSINESS OPERATIONS	
5/4		TECHNOLOGY PRESENTER	
5/9		EXAM 4 CH 11-15	
5/19		SPRING COMMENCEMENT	