

**SUL ROSS STATE UNIVERSITY
COURSE SYLLABUS
GBAA 1301
BUSINESS PRINCIPLES
FALL 2023
T TH 12:30 – 1:45 BAB 317**

I. INSTRUCTOR: Clark Nussbaum
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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.

GRADE: The grade for this course will be:

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

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

ATTENDANCE: The attendance policy as outlined in the Sul Ross Student Handbook pg 7 will be followed. Excessive absences (7) could cause a student to receive an “F”.

ACADEMIC INTEGRITY: Students in this class are expected to demonstrate scholarly behavior and academic honesty in the use of intellectual property. A scholar is expected to be punctual, prepared, and focused; meaningful and pertinent participation is appreciated. Examples of academic dishonesty include but are not limited to: Turning in work as original that was used in whole or part for another course and/or professor; turning in another person’s work as one’s own; copying from professional works or internet sites without citation; collaborating on a course assignment, examination, or quiz when collaboration is forbidden.

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.

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).

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.

COURSE DESCRIPTION: Introduction to the role of business in modern society. Overview of business functions as well as introduction various business and societal issues, including contemporary dimensions of business as ethics, social responsibilities, changes in the workplace and international dimensions of business are considered.

DATES	Chapter	Topic	CLOSING CASE
8/28/2023		Introduction	
8/30/2023	1	WHAT IS BUSINESS	PG 25 MCDONALDS CORPORATION RONALD GOES TO FRANCE DUE 9/2
9/5/2023	2	THE ENVIRONMENT OF BUSINESS	PG 52 INDIA:A STAR GLOBAL OUTSOURCING CENTER DUE 9/9
9/7/2023		SPEAKER	
9/12/2023	3	BUSINESS GOVERNANCE, ETHICS, & SOCIAL RESPONSIBILITY	
9/14/2023	4	SMALL BUSINESS & ENTREPRENEUSHIP	PG 119 GLOBAL SMALL BUSINESS & THE INTERNET DUE 9/21
9/19/2023		EXAM 1	
9/21/2023	5	MANAGING & ORGANIZING BUSINESS	PG 152 WELLS FARGO FAKE ACCOUNTS DUE 9/28
9/26/2023	6	HUMAN RESOURCES MANAGEMENT	
9/28/2023	6		
10/3/2023	7	MOTIVATING & LEADING EMPLOYEES	PG 231 SAMSUNG: PREPARING TOMORROW'S LEADERS? DUE 10/5
10/5/2023		EXAM 2	
10/10/2023	8	MARKETING BASICS	PG 263 FRANCHISING AS A MARKETING STRATEGY DUE 10/12

10/12/2023	9	DEVELOPING THE PRODUCT & PRICING MIXES	PG 280 ROBLOX USES TWEENS TO DEVELOP NEW PRODUCTS DUE 10/15
10/17/2023	10	DEVELOPING THE PROMOTION & DISTRIBUTION MIXES	PG 314 SOCIAL MEDIA ARE USED TO PROMOTE COMPANIES' PRODUCTS & SERVICES DUE 10/21
10/19/2023		EXAM 3	
10/24/2023	11	ACCOUNTING FOR DECISION MAKING	
10/26/2023	12	FINANCIAL REPORTING	
10/31/2023	12		
11/2/2023	13	FINANCIAL MANAGEMENT OF THE FIRM & INVESTMENT MANAGEMENT	
11/7/2023	14	UNDERSTANDING THE FINANCIAL SYSTEM	PG 436 ONLINE BANKING DUE 11/11
11/9/2023	14	MONEY & BANKING	
11/14/2023	15	PERSONAL FINANCIAL PLANNING	PG 481 BUYING STOCK IN MULTINATIONAL COMPANIES IS A WAY TO DIVERSIFY YOUR INVESTMENT PORTFOLIO DUE 11/16
11/16/2023	15		
11/17/2023		LAST DAY TO DROP WITH A "W"	
11/28/2022	16	MANAGING BUSINESS OPERATIONS	
11/30/2023		TECHNOLOGY PRESENTER	
12/5/2023		EXAM 4	
12/13/2023		FINAL EXAM 10:15-12:15	
12/15/2023		COMMENCEMENT	