

**SUL ROSS STATE UNIVERSITY
COURSE SYLLABUS
GBA 1301
BUSINESS PRINCIPLES
SPRING 2024
T TH 11:00 – 12:15 BAB 317**

INSTRUCTOR: Clark Nussbaum
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Times by Appointment
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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.

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.

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



This course will be participating in an initiative at Sul Ross State University referred to as “Connecting with Students for Success”. This study is aimed at connecting with students in a way that sets them up for better success, overall. As a part of this study, each student will be required to meet with me at least once during my office hours before March 18th, 2024. The reasoning behind this, is that I would like to personally speak to each of you about how you feel regarding your time at Sul Ross State University. Please schedule an appointment with me, as soon as possible. I will be flexible in scheduling these appointments with you. Please see the office hours available for scheduling on the first page of the syllabus. If you need another time frame, please reach out to me.

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
4 Exams	<u>400</u>
	1000

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

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”.

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.

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.

ADA Statement

SRSU Accessibility Services. Sul Ross State University (SRSU) is committed to equal access in compliance with the 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. Students seeking accessibility/accommodations services must contact Mrs. Mary Schwartze Grisham, LPC, SRSU's Accessibility Services Director or Ronnie Harris, LPC, Counselor, at 432-837-8203 or email mschwartz@sulross.edu or ronnie.harris@sulross.edu. RGC students can also contact Alejandra Valdez, at 830-758-5006 or email alejandra.valdez@sulross.edu. Our office is located on the first floor of Ferguson Hall, room 112, and our mailing address is P.O. Box C122, 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).

- VI. 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.

VII. COURSE COVERAGE

Please see attached spreadsheet with class schedule and assignments.

DATES	Chapter	Topic	WRITING ASSIGNMENTS
1/18		Introduction	
1/23	1	WHAT IS BUSINESS	PG 25 MCDONALDS CORPORATION RONALD GOES TO FRANCE 1/30
1/25		SPEAKER	
1/30	2	THE ENVIRONMENT OF BUSINESS	
2/1	3	BUSINESS GOVERNANCE, ETHICS, & SOCIAL RESPONSIBILITY	PG 52 INDIA: A STAR GLOBAL OUTSOURCING CENTER Due 2/7

			PG 119 GLOBAL SMALL BUSINESS & THE INTERNET Due 2/14
2/6	4	SMALL BUSINESS & ENTREPRENEUSHIP	
2/8		EXAM 1 CH 1-4	
2/13	5	MANAGING & ORGANIZING BUSINESS	PG 152 WELLS FARGO FAKE ACCOUNTS Due 2/21
2/15	6	HUMAN RESOURCES MANAGEMENT	
2/20	6		
2/22	7	MOTIVATING & LEADING EMPLOYEES	PG 231 SAMSUNG: PREPARING TOMORROW'S LEADERS? Due 3/1
2/27		EXAM 2 CH 5-7	
2/29	8	MARKETING BASICS	PG 263 FRANCHISING AS A MARKETING STRATEGY Due 3/9
3/5	9	DEVELOPING THE PRODUCT & PRICING MIXES	PG 280 ROBLOX USES TWEENS TO DEVELOP NEW PRODUCTS Due 3/16
3/7			
3/11-3/15		SPRING BREAK	
3/19	10	DEVELOPING THE PROMOTION & DISTRIBUTION MIXES	PG 314 SOCIAL MEDIA ARE USED TO PROMOTE COMPANIES' PRODUCTS & SERVICES Due 3/24
3/21		EXAM 3 CH 8-10	
3/26	11	ACCOUNTING FOR DECISION MAKING	
3/28	11		
4/2	12	FINANCIAL REPORTING	
4/4	12		
4/9	13	FINANCIAL MANAGEMENT OF THE FIRM & INVESTMENT MANAGEMENT	
4/11	13		
4/12		LAST DAY TO DROP WITH A "W"	

4/16	14	UNDERSTANDING THE FINANCIAL SYSTEM MONEY & BANKING	PG 436 ONLINE BANKING Due 4/22
4/18	15	PERSONAL FINANCIAL PLANNING	PG 481 BUYING STOCK IN MULTINATIONAL COMPANIES IS A WAY TO DIVERSIFY YOUR INVESTMENT PORTFOLIO Due 5/1
4/23	16	MANAGING BUSINESS OPERATIONS	
4/25		TECHNOLOGY PRESENTER	
4/30		EXAM 4 CH 11-15	
5/10		SPRING COMMENCEMENT	