

**SUL ROSS STATE UNIVERSITY
COURSE SYLLABUS
GBAA 1301
BUSINESS PRINCIPLES
SPRING 2025
T TH 11:00 – 12:15 BAB 317**

I. INSTRUCTOR: Clark Nussbaum
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OFFICE: MAB 309C
OFFICE HOURS: MW 10:45-12 TTH 2-5:00pm
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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>

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, FOURTH 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.

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.

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.

Required Student Responsibilities Statement

All full-time and part-time students are responsible for familiarizing themselves with the [Student Handbook](#) and the [Undergraduate & Graduate Catalog](#) and for abiding by the [University rules and regulations](#). Additionally, students are responsible for checking their Sul Ross email as an official form of communication from the university. Every student is expected to obey all federal, state and local laws and is expected to familiarize themselves with the requirements of such laws.

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
1/16		Introduction	
1/21	1	WHAT IS BUSINESS	PG 27 MCDONALDS EXITS RUSSIA GOODBYE FOR NOW! DUE 1/23
1/23	2	THE ENVIRONMENT OF BUSINESS	PG 55 INDIA:MOST ATTRACTIVE LOCATION TO SET UP AI OPERATIONS DUE 1/30
1/28		SPEAKER	
1/30	3	BUSINESS GOVERNANCE, ETHICS, & SOCIAL RESPONSIBILITY	
2/4	4	SMALL BUSINESS & ENTREPRENEUSHIP	PG 125 DIGITAL BUSINESS ALLOWS SMALL BUSINESSES TO GO GLOBAL DUE 2/11
2/6		EXAM 1	
2/11	5	MANAGING & ORGANIZING BUSINESS	PG 160 WELLS FARGO'S FAKE ACCOUNTS DUE 2/18
2/13	6	HUMAN RESOURCES MANAGEMENT	
2/18	6		
2/20	7	MOTIVATING & LEADING EMPLOYEES	PG 231 THE FUTURE OF WORK LIFE IN AMERICA: ARE WORK-FROM-HOME DAYS NUMBERED? DUE 2/27
2/25		EXAM 2	

2/27	8	MARKETING BASICS	PG 262 NONPROFIT ORGANIZATIONS NEED MARKETING TO RAISE FUNDS DUE 3/6
3/4	9	DEVELOPING THE PRODUCT & PRICING MIXES	PG 286 FIND OUT WHAT THE PEOPLE WANT DUE 3/13
3/6	10	DEVELOPING THE PROMOTION & DISTRIBUTION MIXES	PG 313 SHELL OIL COMPANY INTRODUCES A CUSTOMER LOYALTY PROGRAM 3/25
3/11		EXAM 3	
3/13	11	ACCOUNTING FOR DECISION MAKING	
3/17-3/21		SPRING BREAK	
3/25	12	FINANCIAL REPORTING	
3/27	12		
4/1	13	FINANCIAL MANAGEMENT OF THE FIRM & INVESTMENT MANAGEMENT	
4/3	14	UNDERSTANDING THE FINANCIAL SYSTEM	PG 431 COINBASE AND CRYPTOCURRENCY DUE 4/8
4/8	14	MONEY & BANKING	
4/4		LAST DAY TO DROP WITH A "W"	
4/10	15	PERSONAL FINANCIAL PLANNING	PG 485 BUYING STOCK IN MULTINATIONAL COMPANIES IS A WAY TO DIVERSIFY YOUR INVESTMENT PORTFOLIO
4/15	15		DUE 4/16
4/17	16	MANAGING BUSINESS OPERATIONS	
4/22		TECHNOLOGY PRESENTER	
4/24		EXTRA CREDIT DAY	
4/29		EXAM 4	
5/9		COMMENCEMENT	

