

Sul Ross State University
Course Syllabus – Fall 2025
Business Principles
GBAA 1301



Tuesday & Thursday 11:00am – 12:15 pm
Briscoe Administrative Building 317

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.

Meeting Days, Times, and Dates

Tuesdays & Thursdays 11:00 am – 12:15 pm Briscoe Administrative Building (BAB) 317

Instructor Contact Information

Paul M. Edwards, J.D., Esq. - Adjunct Professor
Email: paul.edwards@sulross.edu (Response within 48 hours)
Phone: (520) 405-4541

Student Learning Objectives

The Bachelor of Business Administration (BBA) degree is a program designed with the express purpose of preparing individuals to understand, interpret, and successfully respond to dynamic environments of regional, national, and global enterprises, both in the private and public sectors.

Upon successful completion of this course, students will be able to:

- Apply the principles of business they learn to the management of existing businesses or the creation of new businesses.
- Use research and analysis to make informed decisions.
- Write business letters, emails, resumes and reports.
- 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

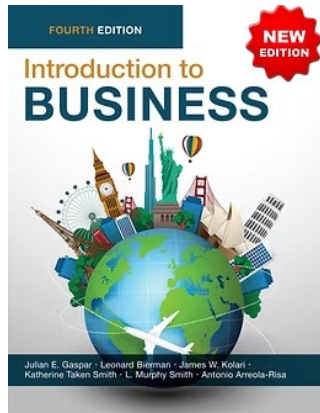
SLO 3 - Identify and understand the impact of ethical and social responsibility issues in business

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Required Materials



Introduction to Business, Fourth Edition, Gaspar et. al. ISBN: 978-1-955543-36-1 (Hardcopy) 978-1-955543-38-5 (eTextbook)

The eTextbook will be available through your Follett account. A link is in Blackboard.

Course Schedule

	DATES	Chapter	Topic	Assignment
Week 1	8/26		Introduction	
	8/28	1	WHAT IS BUSINESS	PG 27 MCDONALDS EXITS RUSSIA GOODBYE FOR NOW! DUE 9/2
Week 2	9/2	2	THE ENVIRONMENT OF BUSINESS	PG 55 INDIA: MOST ATTRACTIVE LOCATION TO SET UP AI OPERATIONS DUE 9/9
	9/4			
Week 3	9/9	3	BUSINESS GOVERNANCE, ETHICS, & SOCIAL RESPONSIBILITY	

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	9/11	4	SMALL BUSINESS & ENTREPRENEURSHIP	PG 125 DIGITAL BUSINESS ALLOWS SMALL BUSINESSES TO GO GLOBAL DUE 9/16
Week 4	9/16		EXAM 1	
	9/18	5	MANAGING & ORGANIZING BUSINESS	PG 160 WELLS FARGO'S FAKE ACCOUNTS DUE 9/23
Week 5	9/23	6	HUMAN RESOURCES MANAGEMENT	
	9/25	6		
Week 6	9/30	7	MOTIVATING & LEADING EMPLOYEES	PG 231 THE FUTURE OF WORK LIFE IN AMERICA: ARE WORK- FROM-HOME DAYS NUMBERED? DUE 10/7
	10/2		EXAM 2	

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Week 7	10/7	8	MARKETING BASICS	PG 262 NONPROFIT ORGANIZATIONS NEED MARKETING TO RAISE FUNDS DUE 10/14
	10/9	9	DEVELOPING THE PRODUCT & PRICING MIXES	PG 286 FIND OUT WHAT THE PEOPLE WANT DUE 10/14
Week 8	10/14	10	DEVELOPING THE PROMOTION & DISTRIBUTION MIXES	PG 313 SHELL OIL COMPANY INTRODUCES A CUSTOMER LOYALTY PROGRAM 10/21
	10/16		EXAM 3	
Week 9	10/21	11	ACCOUNTING FOR DECISION MAKING	
	10/23	12	FINANCIAL REPORTING	
Week 10	10/28	12		
	10/30	13	FINANCIAL MANAGEMENT OF THE FIRM & INVESTMENT MANAGEMENT	
Week 11	11/4	14	UNDERSTANDING THE FINANCIAL SYSTEM	PG 431 COINBASE AND CRYPTOCURRENCY DUE 11/11
	11/6	14	MONEY & BANKING	
	11/7		LAST DAY TO DROP WITH A "W"	
Week 12				PG 485 BUYING STOCK IN MULTINATIONAL COMPANIES IS A WAY TO DIVERSIFY YOUR INVESTMENT PORTFOLIO
	11/11	15	PERSONAL FINANCIAL PLANNING	
	11/13	15		DUE 11/18

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Week 13	11/18	16	MANAGING BUSINESS OPERATIONS	
	11/20		REVIEW	
Week 14	11/25		EXTRA CREDIT DAY	
Week 16	12/5		EXAM 4	
	12/12		COMMENCEMENT	

Grading

Your grade for this course will come from the following:

Attendance: 100
Case Studies: 500
Exams: 300
Final Exam: 100

A: 900-100
B: 800-899
C: 700-799
D: 600-699
F: 599 and Below

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 Schwartz 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. 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.

Student Responsibilities

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

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communication from the university. Every student is expected to obey all federal, state and local laws and is expected to familiarize him/herself with the requirements of such laws.

SRSU Distance Education Statement

Students enrolled in distance education courses have equal access to the university's academic support services, such as library resources, 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 a secure login. 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. Directions for filing a student complaint are located in the student handbook.

Counseling

Sul Ross has partnered with TimelyCare where all SR students will have access to nine free counseling sessions. You can learn more about this 24/7/365 support by visiting [Timelycare/SRSU](https://www.timelycare.com/srsu). The SR Counseling and Accessibility Services office will continue to offer in-person counseling in Ferguson Hall room 112 (Alpine campus), and telehealth Zoom sessions for remote students and RGC students.

Libraries

The Bryan Wildenthal Memorial Library and Archives of the Big Bend in Alpine offer 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 logging in with your LoboID and password. Librarians are a tremendous resource for your coursework and can be reached in person, by email (srsulibrary@sulross.edu), or by phone (432-837-8123).

No matter where you are based, public libraries and many academic and special libraries welcome the general public into their spaces for study. SRSU TexShare Cardholders can access additional services and resources at various libraries across Texas. Learn more about the TexShare program by visiting library.sulross.edu/find-and-borrow/texshare/ or ask a librarian by emailing srsulibrary@sulross.edu.

Mike Fernandez, SRSU Librarian, is based in Eagle Pass (Building D-129) to offer specialized library services to students, faculty, and staff. Utilize free services such as InterLibrary Loan (ILL), ScanIt, and Direct Mail to get materials delivered to you at home or via email.

Academic Integrity

Students in this class are expected to demonstrate scholarly behavior and academic honesty in the use of intellectual property. Students should submit work that is their own and avoid the temptation to

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engage in behaviors that violate academic integrity, such as 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. Students should also avoid using open AI sources *unless permission is expressly given* for an assignment or course. Violations of academic integrity can result in failing assignments, failing a class, and/or more serious university consequences. These behaviors also erode the value of college degrees and higher education overall.

Classroom Climate of Respect

Importantly, this class will foster free expression, critical investigation, and the open discussion of ideas. This means that all of us must help create and sustain an atmosphere of tolerance, civility, and respect for the viewpoints of others. Similarly, we must all learn how to probe, oppose and disagree without resorting to tactics of intimidation, harassment, or personal attack. No one is entitled to harass, belittle, or discriminate against another on the basis of race, religion, ethnicity, age, gender, national origin, or sexual preference. Still, we will not be silenced by the difficulty of fruitfully discussing politically sensitive issues.

Supportive Statement

I aim to create a learning environment for my students that supports various perspectives and experiences. I understand that the recent pandemic, economic disparity, and health concerns, or even unexpected life events may impact the conditions necessary for you to succeed. My commitment is to be there for you and help you meet the learning objectives of this course. I do this to demonstrate my commitment to you and to the mission of Sul Ross State University to create a supportive environment and care for the whole student as part of the Sul Ross Familia. If you feel like your performance in the class is being impacted by your experiences outside of class, please don't hesitate to come and talk with me. I want to be a resource for you.

Tutoring Center

[The Lobo Den Tutoring Center](#) offers FREE tutoring support to help you excel in your courses. Whether you need assistance in Writing, Math, Science, or other subjects, we're here to help!

Important Information:

- **Drop-in and Scheduled Appointments:** Flexible options to fit your needs.
- **Hours of Operation:** Monday–Friday, 8:00 AM – 5:00 PM.
- **Workshops:** Attend our regularly hosted academic workshops on STEM topics and professional development, often in collaboration with specialized faculty.
- **Location:** BWML Room 128.

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- **Contact Us:** For more information or to book an appointment, email tutoring@sulross.edu or call (432) 837-8726.

Looking for additional support?

- Tutor.com offers FREE 24/7 online tutoring in over 200 subjects, including specialized support for ESL and ELL learners with native Spanish-speaking tutors.
- Access Tutor.com via Blackboard: Log in to your Blackboard account to get started anytime, anywhere.

Take advantage of these valuable resources to boost your confidence and performance in your classes. We look forward to helping you succeed!