



Sul Ross State University

Department of Business Administration

GBAA 1301 – Business Principles (8-Week Format)

Class Time: Tuesdays and Thursdays 11-1:45 BAB 317

Instructor: Rachel Carvajal, MBA

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Phone: 432-837-8036 **Office:** BAB 319

Office Hours:

- Tuesday & Thursday: 9:00–11:00 AM, 2:00–3:00 PM
- Monday & Wednesday: 9:00 AM–12:00 PM

Course Description

This course introduces students to the role of business in modern society. Topics include major business functions, ethics and social responsibility, workplace changes, and global business environments. Students will develop foundational knowledge of business operations, decision-making, and organizational practices.

Weekly Rhythm

SMARTBOOK readings are assigned each week and due every Sunday at 11:59 PM. Beginning Week 2, Tuesdays serve as catch-up and support days where students can ask questions, review material, and clarify concepts. Thursdays are in-class assignment days; attending and participating earns full credit, and students who are absent will complete the alternate assignment posted in Blackboard. (Week 1 follows a modified schedule with an introductory activity on Tuesday and a catch-up day on Thursday.)

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

Students who successfully complete this course will be able to:

SLO1 – Explore causes and establish relations and connections in order to explain 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

Required Materials

Textbook: *Business Foundations: A Changing World*, 2025 Edition **Authors:** Ferrell, Hirt, Ferrell **Publisher:** McGraw Hill **ISBN:** 1264558155

Course Schedule

Week 1 (8/24–8/30): Required readings: *Chapter 1: The Dynamics of Business and Economics* and *Chapter 2: Business Ethics & Social Responsibility*.

Tuesday: Speed Networking & Team Identity Challenge (alternate assignment available: “My First Week as a College Student” Reflection).

Thursday: Catch-up, reading review, and assignment work.

Assignments due 8/30/26: SMARTBOOK Chapters 1 & 2 and/or alternate assignment for missed class.

Week 2 (8/31–9/6): Required readings: *Chapter 3: Business in a Borderless World* and *Chapter 4: Options for Organizing Business*.

Tuesday: Catch-up, reading review, and assignment work.

Thursday: Global Market Entry Simulation (alternate assignment: Slide Deck).



Assignments due 9/6/26: SMARTBOOK Chapters 3 & 4 and/or alternate assignment for missed class.

Week 3 (9/7–9/13): Required readings: *Chapter 5: Small Business, Entrepreneurship, and Franchising* and *Chapter 6: The Nature of Management*.

Tuesday: Catch-up, reading review, and assignment work.

Thursday: Entrepreneurship & Management Simulation: “Pitch + Plan” (alternate assignment: Slide Deck).

Assignments due 9/13/26: SMARTBOOK Chapters 5 & 6 and/or alternate assignment for missed class.

Week 4 (9/14–9/20): Required readings: *Chapter 7: Organization, Teamwork, and Communication* and *Chapter 8: Supply Chain: Procurement, Operations, and Logistics*.

Tuesday: Midterm Study Session.

Thursday: Midterm Exam covering Chapters 1–8.

Assignments due 9/20/26: SMARTBOOK Chapters 7 & 8.

Week 5 (9/21–9/27): Required readings: *Chapter 9: Motivating the Workforce* and *Chapter 10: Managing Human Resources*.

Tuesday: Catch-up, reading review, and assignment work.

Thursday: Motivation & HR Simulation: “The Workplace Challenge” (alternate assignment: Slide Deck).

Assignments due 9/27/26: SMARTBOOK Chapters 9 & 10 and/or alternate assignment for missed class.

Week 6 (9/28–10/4): Required readings: *Chapter 11: Customer-Driven Marketing* and *Chapter 12: Dimensions of Marketing Strategy*.

Tuesday: Catch-up, reading review, and assignment work.

Thursday: Customer & Marketing Strategy Simulation: “Build Your Market Plan” (alternate assignment: Slide Deck).



Assignments due 10/4/26: SMARTBOOK Chapters 11 & 12 and/or alternate assignment for missed class.

Week 7 (10/5–10/11): Required readings: *Chapter 13: Digital Marketing and Social Media* and *Chapter 14: Accounting and Financial Statements*.

Tuesday: Catch-up, reading review, and assignment work.

Thursday: Digital Marketing + Financial Snapshot Simulation: “Promote It & Prove It” (alternate assignment: Slide Deck).

Assignments due 10/11/26: SMARTBOOK Chapters 13 & 14 and/or alternate assignment for missed class.

Week 8 (10/12–10/18): Required readings: *Chapter 15: Money and the Financial System* and *Chapter 16: Financial Management and Securities Markets*.

Tuesday: Final Exam Study Session.

Thursday: Final Exam covering Chapters 9–16.

Assignments due 10/16/26: SMARTBOOK Chapters 15 & 16.

Grading

Category	Quantity	Points Each	Total Points
Exams	2	200	400
Assignments	6	80	480
SMARTBOOK	8	15	120
TOTAL	—	—	1000

Grading Scale: A: 900–1000 B: 800–899 C: 700–799 D: 600–699 F: 599 and below

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 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

ADA 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](#). 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

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 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.

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).



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 work to create a learning environment where students feel respected, supported, and able to bring their perspectives and experiences into the classroom. I recognize that challenges outside of school—such as health concerns, financial pressures, family responsibilities, or unexpected life events—can affect your ability to fully participate or perform at your best. My goal is to support you in meeting the learning objectives of this course while acknowledging the realities you may be navigating.

If you find that circumstances outside of class are impacting your performance, please reach out. I am here to listen, to help you problem-solve, and to connect you with resources when needed. You do not have to manage everything alone, and I want you to feel comfortable coming to me if you need support.