

# SAM HOUSTON STATE UNIVERSITY

**DEPARTMENT** General Business and Finance  
**COURSE NUMBER/TITLE** GBA 181 Business Principles  
**INSTRUCTOR** Mr. Paul Allen, MBA  
**TEXT** *Excellence in Business* by  
Bovee//Thill/Mescon, PrenticeHall, 2007.

## COURSE DESCRIPTION

This course is designed to provide students with a general understanding of common business principles and concepts. Students will be introduced to the *free-enterprise* system and examine basic business practices for owning and operating a business firm.

## COURSE OBJECTIVES

- Provide students with a basic knowledge of the *free-enterprise* system and understand how a business firm operates in a market economy.
- Discuss the allocation and management of economic resources for various forms of business ownership and organization.
- Establish a greater understanding of functional areas of business including management, marketing, accounting and financial management.

## COURSE EVALUATION

There will be four major examinations administered throughout the semester. In addition, there will be special assignments (quizzes, homework, project) which may require limited research and both written and arithmetic exercises. The grading procedure is:

Examination 1	Chapters 1, 2, 3, 4, 5, 6	20%
Examination 2	Chapters 7, 8, 9, 10, 11	20%
Examination 3	Chapters 12, 13, 14, 15	20%
Final Examination	Chapters 16, 17, 18	20%
Special Assignments		<u>20%</u>
		100%

## MAJOR EXAMS

Major Exams will be based on the material presented in class along with the designated textbook chapters. Major Exams consist of 25 True False questions, 25 Multiple Choice questions, and appropriate application exercises. A ScanTron #882 will be required for each exam. All major exams will be "scheduled" and the FINAL EXAM schedule will be adhered to.

## CLASS ATTENDANCE

- The catalogue of Sam Houston State University requires that each faculty member announce attendance policies and requirements.
- Regular and punctual class attendance is expected and the instructor beginning on the first class day will maintain a written record of absences.
- Class attendance is vital to students' performance on examinations and completion of course assignments.
- Any student who has **8 or more absences** for any reason will receive an automatic F for the course!
- Three tardies or leaving class early three times (*or a combination*) count as an absence.

## MAKE-UP POLICY

Make-up work will NOT be allowed. Make-up examinations will not be provided *except under unusual circumstances*. All students should make every effort possible to attend every class.

## RELIGIOUS/HOLY DAYS

Students who are absent from class for observance of a religious holy day will be allowed to make up work scheduled for that class day within one week of returning to class. The student must notify the instructor of each scheduled class day to be missed for such reason within 15 days of the semester beginning.

## CELL PHONES

Please turn OFF your cell phones! Cell phones are not permitted during class, including TEXT MESSAGING! NO other types of listening devices are permitted in class unless approved by the instructor.

## STUDENTS WITH DISABILITIES

It is the policy of Sam Houston State University that no otherwise qualified disabled individual shall, solely by reason of his/her handicap, be excluded from the participation in, be denied the benefits of, or be subjected to discrimination under any academic of Student Life program or activity. Disabled students may request help with academically related programs stemming from individual disabilities from their instructors, school/department chair, or by contacting the Chair of the Committee for Continuing Assistance for Disabled Students and Director of the Counseling Center, Lee Drain Annex, or by calling (936) 294-1720.

## ACADEMIC INTEGRITY

Students are responsible for their own work for all class assignments! Students are expected to conduct themselves in an orderly and professional manner. Students are expected to adhere to all published University rules and regulations as printed in the Undergraduate Catalogue, *Student Guidelines*, and other official University publications.

## CLASSROOM POLICY

No food, beverages, or smoking permitted in the classroom! Bring your textbook to class, be prepared, and arrive on time!

## INSTRUCTOR INFORMATION

Office: SHB #200J

Phone: (936) 294-3179 ext. 43179

Office Hours: By appointment or

E-mail: [gba\\_pra@shsu.edu](mailto:gba_pra@shsu.edu)

Monday/Wednesday/Friday: 7:30 a.m. to 9:00 a.m. and 11:50 a.m. to 1:00 p.m. Friday

## KEY SEMESTER DATES

<b>August 20</b>	MONDAY. Daytime on-campus classes begin.
<b>August 27</b>	MONDAY. Last day to register and to process schedule changes.
<b>September 3</b>	MONDAY. Labor Day Holiday for students and faculty.
<b>November 20</b>	TUESDAY. Thanksgiving holidays for students and faculty.
<b>December 7</b>	FRIDAY. Study Day.
<b>December 8-13</b>	Final examinations

## TENTATIVE SCHEDULE

Fall Semester 2007

<i>The Private Enterprise Business Environment</i>		
Week 1	Course Introduction Chapter 1 Business Fundamentals	August 20/22/24
Week 2	Chapter 2 Business Ethics Chapter 3 The Global Economy	August 27/29/31
Week 3	Chapter 3 Cont. Chapter 4 Business Technology	September 5/7
Week 4	Chapter 5 Business Ownership	September 10/12/14
Week 5	Chapter 6 Small Business	September 17/19/21
<b><i>Major Exam 1</i></b>		

<i>Business Management &amp; Planning</i>		
Week 6	Chapter 7 Management Functions Chapter 8 Business Organization	September 24/26/28
Week 7	Chapter 9 Business Production	October 1/3/5
Week 8	Chapter 10 Workforce Trends	October 8/10/12
Week 9	Chapter 11 Human Resources	October 15/17/19
<b><i>Major Exam 2</i></b>		

<i>Business Marketing &amp; Strategies</i>		
Week 10	Chapter 12 Marketing Function	October 22/24/26
Week 11	Chapter 13 Exchange Function Chapter 14 Distribution Function	October 29/31 November 2
Week 12	Chapter 14 Cont. Chapter 15 Promotion Function	November 5/7/9
<b><i>Major Exam 3</i></b>		

<i>Business Accounting &amp; Finance</i>		
Week 13	Chapter 16 Accounting Concepts	November 12/14/16
Week 14	Chapter 17 Business Finance	November 19
Week 15	Chapter 17 Cont.	November 26/28/30
Week 16	Chapter 18 Investment	December 3/5
<b><i>FINAL Exam</i></b>		