The University of Texas at Tyler  
College of Business and Technology  
Department of Management and Marketing  
FALL 2015

MANA 1300·FALL 2015

I. COURSE DESCRIPTION
MANA 1300: Introduction to Business Provides a brief survey of the major functional areas of business including management, marketing, accounting, finance, and information technology, as well as core topics such as ethics and social responsibility, forms of ownership, small business, and international business. (2012-2014 UNDERGRADUATE & GRADUATE CATALOG) http://www.utttyler.edu/catalog/12-14/

II. REQUIRED TEXT
Kelly/Williams
CourseMate requires Adobe Flash Player to run all applications. A minimum screen resolution of 1024 x 768 is required.

III. COURSE LEARNING OBJECTIVES
- Demonstrate an understanding of the major areas of business including Marketing, Management, Accounting, Finance, and Information Technology.
- Identify and explain the key forces driving current business trends.
- Understand the importance for business ethics and social responsibility in the workplace.
- Demonstrate an understanding of the development and execution of a business plan.
- Understand and apply effective managerial and leadership practices in the workplace.
- Apply an understanding of marketing through effective promotional practices.
- Demonstrate an understanding of managing financial resources.

IV. COLLEGE OF BUSINESS AND TECHNOLOGY CORE VALUES
Professional Proficiency  
Social Responsibility  
Technological Competence  
Ethical Courage  
Global Awareness
V.  **GRADING POLICY**

<table>
<thead>
<tr>
<th>Grade Distribution</th>
<th>Final Grades</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quizzes</td>
<td>A = 90% +</td>
</tr>
<tr>
<td>Terms Trivia</td>
<td>B = 80% - 89%</td>
</tr>
<tr>
<td>News Ticker</td>
<td>C = 70% - 79%</td>
</tr>
<tr>
<td>Engagement</td>
<td>D = 60% - 69%</td>
</tr>
<tr>
<td>Business Perspectives Project</td>
<td>F = &lt;60%</td>
</tr>
</tbody>
</table>

VI.  **LECTURES**

Lectures for MANA 1300.001, Fall 2015, will take place in class during our Face-to-Face meetings, or on Blackboard during online meetings. Lecture Videos are proctored weekly in Blackboard within each outlined Module. Lectures include audio and visual observance, interactive practice through CourseMate, as well as demonstration of ones knowledge through Quizzes, Terms Trivia, News Ticker submissions, Discussion Boards, and a Business Perspectives Project. PowerPoint lecture slides are made available to you in Blackboard within each Module.

CourseMate is an interactive learning and study tool that is designed around the assigned course content. CourseMate tools include but are not limited to: Flashcards, Games, and videos. Students are encouraged to use CourseMate as a supplemental learning tool as we progress through each unit.

VII.  **GUEST SPEAKER SERIES**

A Guest Speaker Series will run the course of the semester. The Guest Speaker Series consists of videos developed by Faculty across various business disciplines from the College of Business and Technology, in collaboration with the course instructor, at The University of Texas at Tyler. This series will serve as supplemental information to each unit and will introduce you to different business perspectives and teaching styles.

Student are expected to participate in the Guest Speaker Series by watching the videos that are posted within the Module, completing the quiz questions related to the speakers series, and communicating through well-developed written analysis on posted discussion board topics.

VIII.  **QUIZZES (20%)**

The semester will consist of weekly Quizzes related to the course content. Quizzes are 20% of the overall semester grade. Quizzes are proctored weekly in Blackboard within each outlined Module. Quiz questions are subject to come from lecture content, the textbook, and the Guest Speaker Series. Quizzes will most often consist of Multiple Choice questions along with True/False and Matching. Quizzes are to be completed individually.

Submissions are due by 5:00pm CST on Friday of the assigned week, unless otherwise noted, as outlined on the Course Schedule. Make-up submissions are not permitted.

IX.  **TERMS TRIVIA (20%)**

The semester will consist of Terms Trivia games related to the weekly lecture and textbook content. Terms Trivia submissions are 20% of the overall semester grade. Terms Trivia are proctored weekly in Blackboard within each outlined Module. The terms will come from the weekly lecture content and the
Terms Trivia may consist of games including but not limited to: matching, word search, hangman, etc. Terms Trivia are to be completed individually.

Submissions are due by 5:00pm CST on Friday of the assigned week, unless otherwise noted, as outlined on the Course Schedule. Make-up submissions are not permitted.

X. NEWS TICKER (20%)
The semester will consist of News Ticker submissions related current events in business based on the assigned unit content. News Ticker submissions are 20% of the overall semester grade. News Ticker submissions are to be completed within the custom site as outlined on Blackboard within the outlined Module. The subject area for the News Ticker submission will come from the weekly lecture content and will be explicitly outlined within the Module. News Ticker submissions will consist of print and/or video based media. The custom site will act as a catalog of all student submissions as we progress through the content of the semester. Students will be able to access all approved peer posted content. News Ticker submissions are to be completed individually.

Submissions are due by 5:00pm CST on Friday of the assigned week, unless otherwise noted, as outlined on the Course Schedule. Make-up submissions are not permitted.

XI. ENGAGEMENT (20%)
The semester will consist of Engagement activities related to the weekly lecture and textbook content. Engagement submissions are 20% of the overall semester grade. Engagement activities are proctored weekly during the face-to-face classes or on blackboard. The Engagement activities may consist of individual or group work. Engagement activities may consist of group activities, discussion board posts, etc.

Submissions are due by 5:00pm CST on Friday of the assigned week, unless otherwise noted, as outlined on the Course Schedule. Make-up submissions are not permitted; it is the student’s responsibility to plan his/her academic schedule in advance. The design of this course provides students with the opportunity to work a week in advance to eliminate scheduling conflicts.

XII. BUSINESS PERSPECTIVES PROJECT (20%)
The semester will consist of a semester long Business Perspective Project. The combined graded components of the Business Perspective Project are 20% of the overall semester grade. The Business Perspective Project will have milestone submissions to be completed throughout the semester. A detailed outline of the project is located on Blackboard. The Business Perspective Project is to be completed individually with the exception of some milestones that require peer review feedback.

Submissions are due by 5:00pm CST on Friday of the assigned week, unless otherwise noted, as outlined on the Course Schedule. Make-up submissions are not permitted.

XIII. ATTENDANCE/MAKE UP POLICY
It is expected that students attend all scheduled face-to-face class meetings and actively participate Online weekly. Active participation Online includes logging into Blackboard a minimum of three times
EACH week throughout the semester, beginning on Monday, to engage in the course content. Engagement includes but is not limited to: actively participating during in-class meetings and online through Quizzes, Terms Trivia, News Ticker submissions, Discussion Boards, and the Business Perspectives Project. In addition, it is expected that students engage in the course through reading the assigned textbook content, taking notes, reviewing PowerPoints, interacting on CourseMate, reading supplemental articles, etc.

The design of this course provides students with the opportunity to plan his/her academic schedule in advance through the opportunity to work a week in advance. This structure is aimed at eliminating scheduling conflicts and therefore ensuring student’s success in completing all course requirements by the due date as outlined in the Course Schedule. Submissions are due by 5:00pm CST on Friday of the assigned week unless otherwise noted. Make-up submissions are not permitted.

XIV. SCHOLASTIC DISHONESTY
Scholastic Dishonesty will not be tolerated in this course. Any student who is suspected of engaging in any form of Scholastic Dishonesty will be subject to disciplinary action through the office of Judicial Affairs. In addition, the student will not receive credit for the assigned task and may possibly be awarded a failing grade for the semester. Please note, coursework is to be completed individually unless specifically noted as “Group Work” within the Blackboard Module and Course Schedule.

Examples of Scholastic Dishonesty

The policies listed below are taken from Section 8-802 of the Manual of Policy and Procedures:

"Scholastic dishonesty" includes, but is not limited to, cheating, plagiarism, collusion, falsifying academic records, and any act designed to give unfair academic advantage to the student (such as, but not limited to, submission of essentially the same written assignment for two courses without the prior permission of the instructor, providing false or misleading information in an effort to receive a postponement or an extension on a test, quiz, or other assignment), or the attempt to commit such an act.
1. "Cheating" includes, but is not limited to:
A. copying from another student's test paper; using during a test materials not authorized by the person giving the test;
B. failing to comply with instructions given by the person administering the test;
C. possession during a test of materials which are not authorized by the person giving the test, such as class notes or specifically designed "crib notes." The presence of textbooks constitutes a violation only if they have been specifically prohibited by the person administering the test;
D. using, buying, stealing, transporting, or soliciting in whole or part the contents of an unadministered test, test key, homework solution, or computer program;
E. collaborating with or seeking aid from another student during a test or other assignment without authority;
F. discussing the contents of an examination with another student who will take the examination;
G. divulging the contents of an examination, for the purpose of preserving questions for use by another, when the instructor has designated that the examination is not to be removed from the examination room or not to be returned to or kept by the student;
H. substituting for another person, or permitting another person to substitute for oneself to take a course, a test, or any course-related assignment;
I. paying or offering money or other valuable thing to, or coercing another person to obtain an
unadministered test, test key, homework solution, or computer program, or information about
an unadministered test, test key, homework solution, or computer program;
J. falsifying research data, laboratory reports, and/or other academic work offered for credit;
K. taking, keeping, misplacing, or damaging the property of the university, or of another, if the
student knows or reasonably should know that an unfair academic advantage would be gained
by such conduct; and
L. misrepresenting facts, including providing false grades or résumés, for the purpose of
obtaining an academic or financial benefit for oneself or another individual or injuring another
student academically or financially.

"Plagiarism" includes, but is not limited to, the appropriation, buying, receiving as a gift, or obtaining
by any means another's work and the submission of it as one's own academic work offered for credit.

"Collusion" includes, but is not limited to, the unauthorized collaboration with another person in
preparing academic assignments offered for credit or collaboration with another person to commit a
violation of any section of the rules on scholastic dishonesty.

"Falsifying academic records" includes, but is not limited to, altering or assisting in the altering of any
official record of the university or the University of Texas System, the submission of false information
or the omission of requested information that is required for or related to any academic record of the
university or the University of Texas System. Academic records include, but are not limited to,
applications for admission, the awarding of a degree, grade reports, test papers, registration materials,
grade change forms, and reporting forms used by the Office of the Registrar. A former student who
engages in such conduct is subject to a bar against readmission, revocation of a degree, and
withdrawal of a diploma.

For more information on Scholastic Dishonesty, please see Section 8-304, Section 8-503, and Section 8-
802 of Chapter 8 of the Manual of Policy and Procedures.
XVI. UNIVERSITY POLICIES

i. STUDENTS RIGHTS AND RESPONSIBILITIES
   To know and understand the policies that affect your rights and responsibilities as a student at UT Tyler, please follow this link: http://www2.uttyler.edu/wellness/rightsresponsibilities.php

   ii. GRADE REPLACEMENT/FORGIVENESS AND CENSUS DATE POLICIES
   Students repeating a course for grade forgiveness (grade replacement) must file a Grade Replacement Contract with the Enrollment Services Center (ADM 230) on or before the Census Date of the semester in which the course will be repeated. Grade Replacement Contracts are available in the Enrollment Services Center or at http://www.uttyler.edu/registrar. Each semester’s Census Date can be found on the Contract itself, on the Academic Calendar, or in the information pamphlets published each semester by the Office of the Registrar.

   Failure to file a Grade Replacement Contract will result in both the original and repeated grade being used to calculate your overall grade point average. Undergraduates are eligible to exercise grade replacement for only three course repeats during their career at UT Tyler; graduates are eligible for two grade replacements. Full policy details are printed on each Grade Replacement Contract.

   The Census Date is the deadline for many forms and enrollment actions that students need to be aware of. These include:
   - Submitting Grade Replacement Contracts, Transient Forms, requests to withhold directory information, approvals for taking courses as Audit, Pass/Fail or Credit/No Credit.
   - Receiving 100% refunds for partial withdrawals. (There is no refund for these after the Census Date)
   - Schedule adjustments (section changes, adding a new class, dropping without a “W” grade)
   - Being reinstated or re-enrolled in classes after being dropped for non-payment
   - Completing the process for tuition exemptions or waivers through Financial Aid.

iii. STATE-MANDATED COURSE DROP POLICY
   Texas law prohibits a student who began college for the first time in Fall 2007 or thereafter from dropping more than six courses during their entire undergraduate career. This includes courses dropped at another 2-year or 4-year Texas public college or university. For purposes of this rule, a dropped course is any course that is dropped after the census date (See Academic Calendar for the specific date).

   Exceptions to the 6-drop rule may be found in the catalog. Petitions for exemptions must be submitted to the Enrollment Services Center and must be accompanied by documentation of the extenuating circumstance. Please contact the Enrollment Services Center if you have any questions.
iv. **DISABILITY SERVICES**
In accordance with Section 504 of the Rehabilitation Act, Americans with Disabilities Act (ADA) and the ADA Amendments Act (ADAAA) the University offers accommodations to students with learning, physical and/or psychiatric disabilities. If you have a disability, including non-visible disabilities such as chronic diseases, learning disabilities, head injury, PTSD or ADHD, or you have a history of modifications or accommodations in a previous educational environment you are encouraged to contact the Student Accessibility and Resources office and schedule an interview with the Accessibility Case Manager/ADA Coordinator, Cynthia Lowery Staples. If you are unsure if the above criteria applies to you, but have questions or concerns please contact the SAR office. For more information or to set up an appointment please visit the SAR office located in the University Center, Room 3150 or call 903.566.7079. You may also send an email to cstaples@uttyler.edu

v. **STUDENT ABSENCE DUE TO RELIGIOUS OBSERVANCE**
Students who anticipate being absent from class due to a religious observance are requested to inform the instructor of such absences by the second class meeting of the semester.

vi. **STUDENT ABSENCE FOR UNIVERSITY-SPONSORED EVENTS AND ACTIVITIES**
If you intend to be absent for a university-sponsored event or activity, you (or the event sponsor) must notify the instructor at least two weeks prior to the date of the planned absence. At that time the instructor will set a date and time when make-up assignments will be completed.

vii. **SOCIAL SECURITY AND FERPA STATEMENT**
It is the policy of The University of Texas at Tyler to protect the confidential nature of social security numbers. The University has changed its computer programming so that all students have an identification number. The electronic transmission of grades (e.g., via e-mail) risks violation of the Family Educational Rights and Privacy Act; grades will not be transmitted electronically.

viii. **EMERGENCY EXITS AND EVACUATION**
Everyone is required to exit the building when a fire alarm goes off. Follow your instructor’s directions regarding the appropriate exit. If you require assistance during an evacuation, inform your instructor in the first week of class. Do Not re-enter the building unless given permission by University Police, Fire department, or Fire Prevention Services.
## XVII. COURSE SCHEDULE*

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Course Content</th>
<th>Due**</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Aug. 24th</td>
<td>Syllabus, Introduction Post, Course Content, Course Expectations</td>
<td>Welcome Video/Syllabus Quiz, Course Contract, Introduction Quiz</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>THE BUSINESS ENVIRONMENT</strong></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Aug. 31st</td>
<td><strong>Business Now</strong>: Change Is the Only Constant (Ch. 1)</td>
<td>Chapter Quiz, Terms Trivia, Business Perspectives Project: Question</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Economics</strong>: The Framework of Business (Ch. 2)</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Sept. 7th</td>
<td>Labor Day Holiday</td>
<td>Chapter Quiz, Terms Trivia, Guest Speaker Quiz, News Ticker</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>The World Marketplace</strong>: Business Without Borders (Ch. 3)</td>
<td>Chapter Quiz, Terms Trivia, Guest Speaker Quiz, News Ticker</td>
</tr>
<tr>
<td>4</td>
<td>Sept. 14th</td>
<td><strong>Business Ethics and Social Responsibility</strong>: Doing Well by Doing Good (Ch. 4)</td>
<td>Chapter Quiz, Terms Trivia, Business Perspectives Project: Peer Review Part One</td>
</tr>
<tr>
<td>5</td>
<td>Sept. 21st</td>
<td><strong>Business Communication</strong>: Creating and Delivering Messages that Matter (Ch. 5)</td>
<td>Chapter Quiz, Terms Trivia, Guest Speaker Quiz</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>CREATING A BUSINESS</strong></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Sept. 28th</td>
<td><strong>Business Formation</strong>: Choosing the Form that Fits (Ch. 6)</td>
<td>Chapter Quiz, Terms Trivia, Guest Speaker Quiz, News Ticker</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Small Business and Entrepreneurship</strong>: Economic Rocket Fuel (Ch. 7)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>FINANCING A BUSINESS</strong></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Oct. 5th</td>
<td><strong>Accounting</strong>: Decision Making by the Numbers (Ch. 8)</td>
<td>Chapter Quiz, Terms Trivia, Guest Speaker Quiz, News Ticker</td>
</tr>
<tr>
<td>8</td>
<td>Oct. 12th</td>
<td><strong>Finance</strong>: Acquiring and Using Funds to Maximize Value (Ch. 9)</td>
<td>Chapter Quiz, Terms Trivia, Guest Speaker Quiz</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Securities Markets</strong>: Allocating Financial Resources (Ch. 10)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>MARKETING A BUSINESS</strong></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Oct. 19th</td>
<td><strong>Marketing</strong>: Building Profitable Customer Connections (Ch. 11)</td>
<td>Chapter Quiz, Terms Trivia, Guest Speaker Quiz, Business Perspectives Project: Midterm</td>
</tr>
<tr>
<td>10</td>
<td>Oct. 26th</td>
<td><strong>Product and Promotion</strong>: Creating and Communicating Value (Ch. 12)</td>
<td>Chapter Quiz, Terms Trivia, Guest Speaker Quiz, News Ticker</td>
</tr>
<tr>
<td>11</td>
<td>Nov. 2nd</td>
<td><strong>Distribution and Pricing</strong>: Right Product, Right Person, Right Place, Right Price (Ch. 13)</td>
<td>Chapter Quiz, Terms Trivia, Guest Speaker Quiz</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>MANAGING A BUSINESS</strong></td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Nov. 9th</td>
<td><strong>Management, Motivation and Leadership</strong>: Bringing Business to Life (Ch. 14)</td>
<td>Chapter Quiz, Terms Trivia, Guest Speaker Quiz</td>
</tr>
<tr>
<td>13</td>
<td>Nov. 16th</td>
<td><strong>Human Resources Management</strong>: Building a Top-Quality Workforce (Ch. 15)</td>
<td>Chapter Quiz, Terms Trivia, Guest Speaker Quiz</td>
</tr>
<tr>
<td></td>
<td>Nov. 23rd</td>
<td>Thanksgiving Holiday</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>Nov. 30th</td>
<td><strong>Managing Information and Technology</strong>: Finding New Ways to Learn and Link (Ch. 16)</td>
<td>Chapter Quiz, Terms Trivia, Guest Speaker Quiz</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Operations Management</strong>: Putting It All Together (Ch. 17)</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>Dec. 7th</td>
<td>Final</td>
<td>Business Perspectives Project</td>
</tr>
</tbody>
</table>

*Course Schedule is subject to change; students will be notified of changes via Blackboard.

**see Blackboard Module for more specifics – due dates are 5:00pm CST on Friday of the assigned week, unless otherwise noted, as outlined on the Course Schedule