



The University of Texas at Tyler
College of Business and Technology
Department of Management and Marketing
SUMMER 2017

COURSE NUMBER	MANA 1300
COURSE TITLE	Introduction to Business
COURSE MEETINGS	ONLINE
INSTRUCTOR	Kerrie Anne Clark
EMAIL	kaclark@uttyler.edu
OFFICE	903.565.6528
OFFICE HOURS	Online, by Appointment

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.* (2016-17 [CATALOG](#))

II. REQUIRED TEXT

Kelly Kelly/Williams [BUSN, 9th Edition](#)
includes BUSN Online, 1 term (6 months) Printed Access Card ISBN: 9781305497320

III. COURSE LEARNING OBJECTIVES

- Demonstrate an understanding of the major areas of business including Marketing, Management, Accounting, Finance, and Information Technology.
- Apply an understanding of marketing through effective promotional practices.
- Examine the importance of proper management of financial resources.
- Analyze business ethics and social responsibility in the workplace.
- Develop and apply effective managerial and leadership practices in the workplace.
- Describe the key forces driving current business trends.

IV. COLLEGE OF BUSINESS AND TECHNOLOGY CORE VALUES

Professional Proficiency
Technological Competence
Global Awareness

Social Responsibility
Ethical Courage

V. **GRADING POLICY**

Grade Distribution	
Quizzes	30%
Terms Trivia	30%
News Ticker/Engagement	40%

Final Grades		
A	=	90% +
B	=	80% - 89%
C	=	70% - 79%
D	=	60% - 69%
F	=	<60%

VI. **LECTURES**

Lectures for MANA 1300, summer 2017, will take place on Blackboard. Lecture videos are proctored weekly in Blackboard within each outlined Module. Lectures include audio and visual observance, interactive participation, as well as demonstration of ones knowledge through Quizzes, Terms Trivia, News Ticker submissions, and Discussion Boards.

VII. **GUEST SPEAKER SERIES**

A Guest Speaker Series will run the course of the semester. The Guest Speaker Series consists of supplemental video content presented by Faculty across various business disciplines from the College of Business and Technology at The University of Texas at Tyler. These videos are presented in collaboration with the course instructor. 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 (30%)**

The semester will consist of Quizzes related to the content from each weekly module. Quizzes are 30% of the overall semester grade. Quizzes are proctored in Blackboard, each week, within the outlined Module. Quizzes are comprised of questions from all module content including a percentage from the lecture content and readings followed by the Guest Speaker Series content. Quizzes will most often consist of Multiple Choice questions along with True/False, Matching, and short answer. Quizzes are to be completed individually.

Submissions are due by 11:59pm CST on Sunday of the assigned week, unless otherwise noted, as outlined on the Course Schedule. Make-up submissions are not permitted.

IX. **TERMS TRIVIA (30%)**

The semester will consist of Terms Trivia games related to the weekly lecture and textbook content. Terms Trivia submissions are 30% 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 textbook. 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 11:59pm CST on Sunday of the assigned week, unless otherwise noted, as outlined on the Course Schedule. Make-up submissions are not permitted.

X. NEWS TICKER/ENGAGEMENT (40%)

The semester will consist of News Ticker related current events in business based on the assigned unit content and Engagement activities. News Ticker/Engagement submissions are 40% of the overall semester grade.

News Ticker/Engagement submissions are to be completed as outlined within the Module on Blackboard. The subject area for the News Ticker submissions relates to the five major content areas of the semester: The Business Environment, Creating a Business, Financing a Business, Marketing a Business, and Managing a Business. News Ticker submissions will consist of print and/or video based media. News Tickers require an original submission made by Friday 5:00pm CST of the assigned week AS WELL AS peer review/feedback by Sunday 11:59pm CST of the assigned week. News Ticker submissions are to be completed individually.

Engagement activities are proctored within blackboard. The Engagement activities may consist of individual or group work. Engagement activities will most often consist of discussion board posts and videos but may also include group activities, class workshops, etc.

Submissions are due by 11:59pm CST on Sunday of the assigned week, unless otherwise noted, as outlined on the Course Schedule. Make-up submissions are not permitted.

XI. ATTENDANCE/MAKE UP POLICY

It is expected that students attend class online and actively participate throughout each week of the semester. 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, 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 11:59pm CST on Sunday of the assigned week unless otherwise noted. Make-up submissions are not permitted.

XII. UNIVERSITY POLICIES

<http://www.uttyler.edu/academicaffairs/files/syllabuspolicy.pdf>

UT Tyler Honor Code

Every member of the UT Tyler community joins together to embrace: Honor and integrity that will not allow me to lie, cheat, or steal, nor to accept the actions of those who do.

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://www.uttyler.edu/wellness/rightsresponsibilities.php>

Campus Carry

We respect the right and privacy of students 21 and over who are duly licensed to carry concealed weapons in this class. License holders are expected to behave responsibly and keep a handgun secure and concealed. More information is available at <http://www.uttyler.edu/about/campus-carry/index.php>

UT Tyler a Tobacco-Free University

All forms of tobacco will not be permitted on the UT Tyler main campus, branch campuses, and any property owned by UT Tyler. This applies to all members of the University community, including students, faculty, staff, University affiliates, contractors, and visitors. Forms of tobacco not permitted include cigarettes, cigars, pipes, water pipes (hookah), bidis, kreteks, electronic cigarettes, smokeless tobacco, snuff, chewing tobacco, and all other tobacco products.

There are several cessation programs available to students looking to quit smoking, including counseling, quitlines, and group support. For more information on cessation programs please visit www.uttyler.edu/tobacco-free

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. (For Fall, the Census Date is Sept. 12.) 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 of which students need to be aware. 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

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.

Student Accessibility and Resources

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 (SAR) 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

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.

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.

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.

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.

Student Standards of Academic Conduct

Disciplinary proceedings may be initiated against any student who engages in scholastic dishonesty, including, but not limited to, cheating, plagiarism, collusion, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts.

- i. "Cheating" includes, but is not limited to:
 - copying from another student's test paper;
 - using, during a test, materials not authorized by the person giving the test;
 - failure to comply with instructions given by the person administering the test;
 - 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 if they have been specifically prohibited by the person administering the test;
 - using, buying, stealing, transporting, or soliciting in whole or part the contents of an unadministered test, test key, homework solution, or computer program;
 - collaborating with or seeking aid from another student during a test or other assignment without authority;
 - discussing the contents of an examination with another student who will take the examination;
 - divulging the contents of an examination, for the purpose of preserving questions for use by another, when the instructors has designated that the examination is not to be removed from the examination room or not to be returned or to be kept by the student;
 - substituting for another person, or permitting another person to substitute for oneself to take a course, a test, or any course-related assignment;
 - 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, home solution or computer program;
 - falsifying research data, laboratory reports, and/or other academic work offered for credit;
 - taking, keeping, misplacing, or damaging the property of The University of Texas at Tyler, or of another, if the student knows or reasonably should know that an unfair academic advantage would be gained by such conduct; and
 - misrepresenting facts, including providing false grades or resumes, for the purpose of obtaining an academic or financial benefit or injuring another student academically or financially

- ii. "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.
- iii. "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.
- iv. All written work that is submitted will be subject to review by SafeAssign™, available on Blackboard.

UT Tyler Resources for Students

- [UT Tyler Writing Center](http://writingcenter@uttyler.edu) (903.565.5995), writingcenter@uttyler.edu
- [UT Tyler Tutoring Center](http://tutoring@uttyler.edu) (903.565.5964), tutoring@uttyler.edu
- The Mathematics Learning Center, RBN 4021, this is the open access computer lab for math students, with tutors on duty to assist students who are enrolled in early-career courses.
- [UT Tyler Counseling Center](http://counseling@uttyler.edu) (903.566.7254)

XIII. COURSE SCHEDULE*

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

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

**These outlined dates are a guide to keep you on track during the week. Ultimately, all coursework Weeks 1-5 begins on Monday and ends on Friday, all final submissions should be complete by Sunday at 11:59pm. It is up to you to organize your time. You may work ahead on weekends to utilize extra time.

***see Blackboard Module for more specifics – due dates are 11:59pm CST on Sunday of the assigned week, unless otherwise noted, as outlined on the Course Schedule