



The University of Texas at Tyler  
**Soules College of Business**  
Department of Management and Marketing  
**FALL 2019**

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<b>COURSE NUMBER</b>	MANA 1300.001
<b>COURSE TITLE</b>	Introduction to Business
<b>COURSE MEETINGS</b>	T/TH 9:30am-10:50am
<b>INSTRUCTORS</b>	Kerrie Anne Ambort Clark Roy Martinez
<b>EMAIL ADDRESS</b>	<a href="mailto:KAClark@uttyler.edu">KAClark@uttyler.edu</a> <a href="mailto:RoyMartinez@uttyler.edu">RoyMartinez@uttyler.edu</a>
<b>OFFICE PHONE</b>	903.565.6528 – Kerrie Anne Ambort Clark 903.262.7220 – Roy Martinez
<b>OFFICE HOURS</b>	by appointment
<b>OFFICE LOCATION</b>	COB 350.16

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**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.*

(2017-18 [CATALOG](#))

MANA 1300.001 Fall 2019 is delivered in a format that will be team taught by a member of our Faculty and an industry professional. Kerrie Anne Ambort-Clark is a faculty member in the Soules College of Business, Ambort-Clark is a UT System Regents' Outstanding Teaching Award recipient, Teaching Fellow from the Academy of Distinguished Teachers and Executive Leadership Fellow at UT Tyler. Roy Martinez is the President for Swan Transportation Services LTD; Martinez is a former Executive Vice President for Southside Bank.

**II. REQUIRED TEXT**

Kelly/Williams [BUSN, 11th Edition](#)

BUSN11 (Textbook or eBook; students choice), 11th Edition ISBN: 9781337407120

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	Social Responsibility
Technological Competence	Ethical Courage
Global Awareness	

V. **GRADING POLICY**

Grade Distribution		Final Grades		
Executive Speaker Engagement	30%	A	=	90% +
Chapter Quizzes	10%	B	=	80% - 89%
Experiential Learning Engagement	30%	C	=	70% - 79%
Terms Trivia Submissions	20%	D	=	60% - 69%
Career Success/Final Exam Essays	10%	F	=	<60%
TOTAL	100%			

VI. **LECTURES**

This course is delivered in a flipped classroom approach; instead of a traditional class lecture followed by assignments, lectures are proctored as videos posted within the Canvas module for each chapter. Lectures include audio and visual observance, interactive participation, as well as demonstration of ones knowledge through Quizzes, Terms Trivia, Discussions, etc. Our bi weekly (T/Th) Face-to-Face class sessions are dedicated to the application of knowledge, mastery of course content, and business world experiences through an Executive Speaker Series and Experiential Learning Engagement activities.

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 Soules College of Business at The University of Texas at Tyler. These videos correspond to each unit and are presented in collaboration with the course instructor via video posted in the Canvas Module. This series will serve as supplemental information to each unit and will introduce you to different business perspectives and teaching styles to aid in your success as a business student at UT Tyler. Student are expected to participate in the Guest Speaker Series by watching the videos that are posted within the Canvas Module. This is not a grade requirement but strongly suggested.

VIII. **EXECUTIVE SPEAKER ENGAGEMENT (30%)**

An Executive Speaker Series will run the course of the semester. The Executive Speaker Series consists of industry professionals that come into the classroom on Tuesday and present a highly skilled discussion related to each unit throughout the semester. Speakers are hand selected and invited to *engage business students*. Student are expected to attend all presentations hosted during the regularly scheduled Tuesday class meetings, participate in discussions, and submit a 200 word write-up about each Executive speaker session. These submissions will account for 30% of your semester grade. Assignment details can be found within the Canvas Module.

IX. **QUIZZES (10%)**

The semester will consist of Quizzes related to the content from each chapter as organized in the weekly module. Quizzes are 10% of the overall semester grade. Quizzes are proctored in Canvas, each week, within the outlined Module. Quizzes are comprised of questions from all module content including concepts and terms. Quizzes will most often consist of Multiple Choice questions along with True/False, Matching, and short answer. Quizzes are to be completed individually.

X. **EXPERIENTIAL LEARNING ENGAGEMENT (30%)**

Experiential Learning activities related to the course curriculum, lectures, and textbook content will be proctored on Thursdays during in-class workshops. Experiential Learning Engagement activities are 30% of the overall semester grade. These activities take place during in-class workshops and will incorporate team collaboration, leadership, critical thinking, role playing, analysis, and presentations. This type of learning is a process of “doing”. What you learn through reading your textbook, listening to the lecture videos in Canvas, from the Executive Speakers, News Tickers, etc. will then be applied through exercises to engage you and foster your educational success as a business student. Engagement activities may consist of individual or group work.

The final at the end of the semester will include a formal write-up about the class learning experience and leadership. The purpose of this final paper is to engage each learner and identify the success of the students experience, engagement, and development.

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

Terms Trivia games were created as a unique way to engage students through the business terms that are covered in this course. In place of the standard definition pairing with multiple choice terms to test a student’s knowledge, these games incorporate terms and definitions from the weekly lecture and textbook content. This assignment has been developed to engage the learner in an interactive environment that is user-friendly and requires critical thinking. Terms Trivia submissions are 20% of the overall semester grade. Terms Trivia are proctored weekly in Canvas within each outlined Module. Terms will come from the weekly lecture content and the textbook readings. Terms Trivia may consist of games including but not limited to: matching, word search, hangman, etc. Terms Trivia are to be completed individually prior to the in-class workshop on Thursday of each week. This will ensure students are prepared to collaborate and apply a certain level of skill related to terminology and application among their peers and the professor.

XII. **CAREER SUCCESS CONFERENCE** -- September 5th, 2019

The UT Tyler Administration has requested that we encourage our students to attend the Career Success Conference. Your Thursday class session on September 5<sup>th</sup> overlaps the conferences networking breakfast and session 1. Please note we will not meet in-class that day due to the conference. Please plan to sign up and attend sessions that are of interest to you. On Thursday September 12<sup>th</sup> you will be expected to submit an assignment related to your experience at the conference.

*The Career Success Conference (CSC) is an event designed to allow business and industry leaders to share their experiences and wisdom with today's students. More specifically, the conference is designed to help students build the personal and professional capacities necessary for career success.*

*The Conference will host speakers from a variety of industries, sharing their stories of career development and career success. With three interactive lecture sessions, current students have the opportunity to engage with industry leaders and learn how to build and develop core traits of career success.*

[Career Success Conference Main Site](#)

XIII. **CLASS MEETINGS/DUE DATES**

The course delivery is a face-to-face format; classes meet weekly on Tuesday and Thursday. Course content is specifically designed to ensure students are actively engaged and challenged to reach a high level of learning, your instructors have specifically designed this course in a way that most effectively engages each learner through the integration of lecture videos, guest speakers, interactive assignments, discussions, group activities, etc.

Course content is due before the start of class 9:30am CST on Tuesday or Thursday as outlined in the course schedule of the assigned week, unless otherwise noted. *Make-up submissions are not permitted.* Successful engagement in the face-to-face course meetings as well as within the Canvas module will ultimately determine your level of success in MANA 1300.001 Fall 2019.

If you feel you are struggling to remain successful in this course, please never hesitate to contact your instructor: KAClark@uttyler.edu

#### XIV. ATTENDANCE/MAKE UP POLICY

It is expected that students attend each class session and actively participate throughout the week on Canvas assigned content. Active participation in-class and online includes presence during face-to-face class meetings, logging into Canvas a minimum of two 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, News Ticker submissions, Discussion Boards, etc. 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. 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. Therefore, make-up submissions are not permitted.

#### XV. 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](http://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. 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).

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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.

### Disability/Accessibility Services

In accordance with Section 504 of the Rehabilitation Act, Americans with Disabilities Act (ADA) and the ADA Amendments Act (ADAAA) the University of Texas at Tyler offers accommodations to students with learning, physical and/or psychological disabilities. If you have a disability, including a non-visible diagnosis such as a learning disorder, chronic illness, TBI, PTSD, ADHD, or you have a history of modifications or accommodations in a previous educational environment, you are encouraged to visit <https://hood.accessiblelearning.com/UTTyler> and fill out the New Student application. The Student

Accessibility and Resources (SAR) office will contact you when your application has been submitted and an appointment with Cynthia Lowery, Assistant Director of

Student Services/ADA Coordinator. For more information, including filling out an application for services, please visit the SAR webpage at <http://www.uttyler.edu/disabilityservices>, the SAR office located in the University Center, # 3150 or call 903.566.7079.

### 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 plagiarism software.

### UT Tyler Resources for Students

- [UT Tyler Writing Center](mailto:writingcenter@uttyler.edu) (903.565.5995), [writingcenter@uttyler.edu](mailto:writingcenter@uttyler.edu)
- [UT Tyler Tutoring Center](mailto:tutoring@uttyler.edu) (903.565.5964), [tutoring@uttyler.edu](mailto: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](mailto:counseling@uttyler.edu) (903.566.7254)

XVI. COURSE SCHEDULE\*

Week	Date	Course Content	Due**
1	Aug. 27 <sup>th</sup> Aug. 29 <sup>th</sup>	Syllabus, Introductions, Course Content, Course Expectations	<b>Tuesday:</b> Welcome, Intro to Executive Speaker Engagement and Chapter Quizzes <b>Thursday:</b> Welcome, What is Experiential Learning, Understanding the learning platform of the course, Course content, Course Expectations, Syllabus
<b>THE BUSINESS ENVIRONMENT</b>			
2	Sept. 3 <sup>rd</sup> Sept. 5 <sup>th</sup>	<b>Business Now:</b> Change Is the Only Constant (Ch. 1) <b>Economics:</b> The Framework of Business (Ch. 2)	<b>Tuesday:</b> Chapter(s) Quiz (due by 9:30am), Executive Speaker Engagement (in-class), Essay (due in Canvas) <b>Thursday:</b> <a href="#">Career Success Conference</a>
3	Sept. 10 <sup>th</sup> Sept. 12 <sup>th</sup>	<b>The World Marketplace:</b> Business Without Borders (Ch. 3)  Executive Speaker(s): Nikunj Jhaveri - Chairman and Founder of Systems Plus www.systems-plus.com Sapan Choksi - CEO Systems Plus Dave Patzwald - Managing Partner - Perpetua Advisors Mike Wind - Partner - Perpetua Advisors	<b>Tuesday:</b> Chapter Quiz (due by 9:30am), Executive Speaker Engagement (in-class), Essay (due in Canvas) <b>Thursday:</b> Terms Trivia (due by 9:30am), Career Success Conference assignment (due by the end of class 10:50am)
4	Sept. 17 <sup>th</sup> Sept. 19 <sup>th</sup>	<b>Business Ethics and Social Responsibility:</b> Doing Well by Doing Good (Ch. 4)  Executive Speaker(s): Dawn Franks - President of Your Philanthropy	<b>Tuesday:</b> Chapter Quiz (due by 9:30am), Executive Speaker Engagement (in-class), Essay (due in Canvas) <b>Thursday:</b> Terms Trivia (due by 9:30am), Experiential Learning Engagement (in-class)
5	Sept. 24 <sup>th</sup> Sept. 26 <sup>th</sup>	<b>Business Communication:</b> Creating and Delivering Messages that Matter (Ch. 5)	<b>Tuesday:</b> Chapter Quiz (due by 9:30am), Executive Speaker Engagement (in-class), Essay (due in Canvas) <b>Thursday:</b> Terms Trivia (due by 9:30am), Experiential Learning Engagement (in-class)
<b>CREATING A BUSINESS</b>			
6	Oct. 1 <sup>st</sup> Oct. 3 <sup>rd</sup>	<b>Business Formation:</b> Choosing the Form that Fits (Ch. 6) <b>Small Business and Entrepreneurship:</b> Economic Rocket Fuel (Ch. 7)  Executive Speaker(s): Shannon Dacus - Dacus Firm TBD (speaker 2)	<b>Tuesday:</b> Chapter(s) Quiz (due by 9:30am), Executive Speaker Engagement (in-class), Essay (due in Canvas) <b>Thursday:</b> Terms Trivia (due by 9:30am), Experiential Learning Engagement (in-class)
<b>FINANCING A BUSINESS</b>			
7	Oct. 8 <sup>th</sup> Oct.10 <sup>th</sup>	<b>Accounting:</b> Decision Making by the Numbers (Ch. 8)  Executive Speaker(s): Tom Prothro - Founder and partner with Prothro Wilhelmi & Company	<b>Tuesday:</b> Chapter Quiz (due by 9:30am), Executive Speaker Engagement (in-class), Essay (due in Canvas) <b>Thursday:</b> Terms Trivia (due by 9:30am), Experiential Learning Engagement (in-class)
8	Oct. 15 <sup>th</sup> Oct. 17 <sup>th</sup>	<b>Finance:</b> Acquiring and Using Funds to Maximize Value (Ch.9) <b>Financial Markets:</b> Allocating Financial Resources (Ch. 10)	<b>Tuesday:</b> Chapter(s) Quiz (due by 9:30am), Executive Speaker Engagement (in-class), Essay (due in Canvas) <b>Thursday:</b> Terms Trivia (due by 9:30am), Experiential Learning Engagement (in-class)

**MARKETING A BUSINESS**

9	Oct. 22 <sup>nd</sup> Oct. 24 <sup>th</sup>	<b>Marketing: Building Profitable Customer Connections (Ch. 11)</b>	<b>Tuesday:</b> Chapter Quiz (due by 9:30am), Executive Speaker Engagement (in-class), Essay (due in Canvas) <b>Thursday:</b> Terms Trivia (due by 9:30am), Experiential Learning Engagement (in-class)
10	Oct. 29 <sup>th</sup> Oct. 31 <sup>st</sup>	<b>Product and Promotion: Creating and Communicating Value (Ch. 12)</b>  Executive Speaker(s): Michael and Lisa Lujan - Mentoring Minds / The Work Hub	<b>Tuesday:</b> Chapter(s) Quiz (due by 9:30am), Executive Speaker Engagement (in-class), Essay (due in Canvas) <b>Thursday:</b> Terms Trivia (due by 9:30am), Experiential Learning Engagement (in-class)
11	Nov. 5 <sup>th</sup> Nov. 7 <sup>th</sup>	<b>Distribution and Pricing: Right Product, Right Person, Right Place, Right Price (Ch. 13)</b>	<b>Tuesday:</b> Chapter Quiz (due by 9:30am), Executive Speaker Engagement (in-class), Essay (due in Canvas) <b>Thursday:</b> Terms Trivia (due by 9:30am), Experiential Learning Engagement (in-class)

**MANAGING A BUSINESS**

12	Nov. 12 <sup>th</sup> Nov. 14 <sup>th</sup>	<b>Management, Motivation and Leadership: Bringing Business to Life (Ch. 14)</b>	<b>Tuesday:</b> Chapter Quiz (due by 9:30am), Executive Speaker Engagement (in-class), Essay (due in Canvas) <b>Thursday:</b> Terms Trivia (due by 9:30am), Experiential Learning Engagement (in-class)
13	Nov. 19 <sup>th</sup> Nov. 21 <sup>st</sup>	<b>Human Resources Management: Building a Top-Quality Workforce (Ch. 15)</b>  Executive Speaker(s): Paula Anthony - Chief Strategy Officer, UT Health East Texas	<b>Tuesday:</b> Chapter Quiz (due by 9:30am), Executive Speaker Engagement (in-class), Essay (due in Canvas) <b>Thursday:</b> Terms Trivia (due by 9:30am), Experiential Learning Engagement (in-class)

**THANKSGIVING HOLIDAY**

*Have fun, be safe!*

14	Dec. 3 <sup>rd</sup> Dec. 5 <sup>th</sup>	<b>Managing Information and Technology: Finding New Ways to Learn and Link (Ch. 16)</b> <b>Operations Management: Putting It All Together (Ch. 17)</b>  Executive Speaker(s): Bret Hatfield - Founder of Clear Prism and Zyyah Scott Gowdich - Technology Guru - Zyyah / InsITe	<b>Tuesday:</b> Chapter(s) Quiz (due by 9:30am), Executive Speaker Engagement (in-class), Essay (due in Canvas) <b>Thursday:</b> Terms Trivia (due by 9:30am), Experiential Learning Engagement (in-class)
15	Dec. 10 <sup>th</sup>	<b>Finals Week (Final paper due on Tuesday Dec. 10th – 5pmCST)</b>	CourseLeadership/ExperienceEssay

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

\*\*see Canvas Module for more specifics – due dates are before the start of class (9:30am) as outlined in the Canvas Module and/or Course Schedule

*Note: Executive Speakers are subject to change*