



The University of Texas at Tyler
Soules College of Business
Department of Management and Marketing
SPRING 2022

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|------------------------|--|
| COURSE NUMBER | MANA 1300.060/.061 |
| COURSE TITLE | Introduction to Business |
| COURSE MEETINGS | Online |
| INSTRUCTOR | Kerrie Anne Ambort Clark |
| EMAIL ADDRESS | KAClark@uttyler.edu |
| OFFICE PHONE | 903.565.6528 |
| OFFICE HOURS | M-F (refer below for more details on scheduled virtual morning, afternoon, and after-hours sessions) |
| OFFICE LOCATION | COB 350.16 |

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.* (2020-21 [CATALOG](#))

II. REQUIRED TEXTBOOK/MATERIALS

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

BUSN11 (Textbook or eBook; students choice), 11th Edition ISBN: 9781337407137*

Cengage: 24/7 Tech Support 1-800-354-9706 or you can create a Tech Support Case online at support.cengage.com

Note: Chat is also available through the Support Site (Requires Sign In with Cengage Account).

Recording capabilities/camera and microphone (ie. webcam, cell phone, etc.)

*coursekey is not required, students may purchase the textbook used

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.

Linked thumbnail images
for your convenience



IV. COLLEGE OF BUSINESS AND TECHNOLOGY CORE VALUES

Professional Proficiency
 Technological Competence
 Global Awareness

Social Responsibility
 Ethical Courage

V. GRADING POLICY

| Grade Distribution | |
|--------------------|-----|
| Engagement | 25% |
| News Ticker | 25% |
| Terms Trivia | 25% |
| Quizzes | 25% |

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

VI. LECTURES

Lectures for MANA 1300, SPRING 2022, will take place in Canvas. Lectures are proctored weekly and posted as videos for each chapter within the outlined Module. The module class Lectures include audio and visual observance, interactive participation, as well as demonstration of one’s knowledge through Flipgrid Engagement posts, News Ticker submissions, Terms Trivia, and Quizzes.

VII. ENGAGEMENT (25%)

The semester will consist of Engagement activities related to the course curriculum, lectures, and textbook content. Engagement submissions are 25% of the overall semester grade. Engagement activities are proctored within Canvas using Flipgrid; a platform that *empowers social learning*. Engagement activities may consist of individual or group work. Engagement activities will most often consist of Flipgrid video discussion submissions or traditional discussion board posts but may also include group activities, class workshops, etc. Since this is a fully online course, the Flipgrid video assignments provide an interactive learning platform to better connect learners with one another and their professor. This platform also requires students to be clear and concise in their delivery of discussion materials given time restraints. Professional presentation is required for all posted videos, refer to the Canvas module for more details.

VIII. NEWS TICKER (25%)

The semester will consist of News Ticker submissions related to current events in business. The topic of the News Ticker will be based on the assigned unit content. News Ticker submissions are 25% of the overall semester grade. News Ticker submissions are to be completed as outlined within the Module and submitted in Canvas. 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 may consist of print and/or video-based media from a reputable news source. Our class News Ticker page will act as a catalog of all student submissions as we progress through the content of the semester. Students are required to read, site, and respond to peer posted content. News Ticker submissions are designed to foster critical thinking and analysis of current events in the world that directly correlate to business knowledge learned in the classroom. Initial posts are due on Wednesday by 11:59pm of the assigned week, peer responses are due Friday by 11:59pm of the assigned week. News Ticker submissions are to be completed individually.

IX. TERMS TRIVIA (25%)

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 25% 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. Learning (not simply memorizing) these terms and their application will ensure students are prepared to collaborate and apply a certain level of skill and critical analysis related to application of business concepts throughout the semester and into industry. Terms Trivia are to be completed individually.

X. QUIZZES (25%)

The semester will consist of Quizzes related to the content from each weekly module. Quizzes are 25% 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 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. The intended learning outcome for the assigned quizzes is to be applied as a tool that the learner can use to gauge their personal level of course content mastery. For this reason, quizzes may be attempted a second time to allow the learner to grow from and correct mistakes when applying new knowledge pertaining to the major functional areas of business. Quizzes are to be completed individually.

XI. 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, complete the quiz questions related to the speaker’s series, and communicating through well-developed written analysis on posted discussion board topics as assigned.

XII. CLASS MEETINGS/DUE DATES

The format of this course is fully online, there are no formal face-to-face class meetings. To ensure students are actively learning and challenged to master the course objectives, the delivery of the course has been specifically designed in a way to effectively engage each learner through the integration of lecture videos, guest speakers, interactive assignments, discussion boards, group activities, etc. Submissions are due by **11:59pm CST on Friday** of the assigned week, unless otherwise noted, as outlined on the Course Schedule. Please never hesitate to contact me, kaclark@uttyler.edu, if for any reason you feel you are struggling with the course content/delivery and/or course requirements.

XIII. **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 Canvas 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 Tickers, 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 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 Friday of the assigned week unless otherwise noted. Make-up submissions are not permitted.

XIV. **OFFICE HOURS**

Students are encouraged to schedule time(s) to meet with me throughout the semester. I realize that a standard "set office hours" model is not a *one size fits all* solution when considering your academic success. Therefore, I offer rotating virtual office hours; scheduled to accommodate morning, afternoon, and even after-hours sessions to best serve the needs of the diverse population of traditional and non-traditional learners in my classroom. Please [email](#) me to schedule a time to suit your needs.

XV. **ACADEMIC SUCCESS STATEMENT**

The academic and professional success of the students in my classroom is of the utmost importance to me. Online learning requires additional planning and discipline to ensure mastery of course learning objectives. Organization, commitment, and communication will enhance your learning experience and can ultimately impact your success in the completion of course milestones. If for any reason you feel you are struggling with the course content and/or course requirements never hesitate to contact me via e-mail at kaclark@uttyler.edu, or, by phone 903-565-6528. Your success is important to me!

XVI. COURSE SCHEDULE*

| Week | Date | Course Content | Due** |
|---------------------------------|------------------------|---|---|
| 1 | Jan. 10 th | Syllabus, Introduction Post, Course Content, Course Expectations | Welcome Video/Syllabus Quiz, Introduction Post |
| THE BUSINESS ENVIRONMENT | | | |
| 2 | Jan. 17 th | Business Now: Change Is the Only Constant (Ch. 1) Economics: The Framework of Business (Ch. 2) | Terms Trivia, <i>Quiz:</i> Chapters |
| 3 | Jan. 24 th | The World Marketplace: Business Without Borders (Ch. 3) | Terms Trivia, <i>Quiz:</i> Chapter and Guest Speaker, News Ticker |
| 4 | Jan. 31 st | Business Ethics and Social Responsibility: Doing Well by Doing Good (Ch. 4) | Terms Trivia, <i>Quiz:</i> Chapter and Guest Speaker, Engagement {Ethics Case} |
| 5 | Feb. 7 th | Business Communication: Creating and Delivering Messages that Matter (Ch. 5) | Terms Trivia, <i>Quiz:</i> Chapter and Guest Speaker |
| CREATING A BUSINESS | | | |
| 6 | Feb. 14 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 | | | |
| 7 | Feb. 21 st | Accounting: Decision Making by the Numbers (Ch. 8) | Terms Trivia, <i>Quiz:</i> Chapter and Guest Speaker |
| 8 | Feb. 28 th | Finance: Acquiring and Using Funds to Maximize Value (Ch.9) Financial Markets: Allocating Financial Resources (Ch. 10) | Terms Trivia, <i>Quiz:</i> Chapters and Guest Speaker, News Ticker, Engagement |
| March 7 th | | <i>Spring Break for faculty and students</i> | |
| MARKETING A BUSINESS | | | |
| 9 | March 14 th | Marketing: Building Profitable Customer Connections (Ch. 11) | Terms Trivia, <i>Quiz:</i> Chapter and Guest Speaker |
| 10 | March 21 st | Product and Promotion: Creating and Communicating Value (Ch. 12) | Terms Trivia, <i>Quiz:</i> Chapter and Guest Speaker, Engagement |
| 11 | March 28 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 | | | |
| 12 | April 4 th | Management, Motivation and Leadership: Bringing Business to Life (Ch. 14) | Terms Trivia, <i>Quiz:</i> Chapter and Guest Speaker, Engagement |
| 13 | April 11 th | Human Resources Management: Building a Top-Quality Workforce (Ch. 15) | Terms Trivia, <i>Quiz:</i> Chapter, News Ticker |
| 14 | April 18 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 |
| 15 | April 25 th | Finals Week (Final paper due on Tuesday April 26 th – 5pmCST) | 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 11:59pm CST on Friday of the assigned week as outlined on the Course Schedule, unless otherwise noted

XVII. UNIVERSITY POLICIES

<https://www.uttyler.edu/academic-affairs/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. 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.

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 instructor 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, homework 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](#) (903.565.5995), writingcenter@uttyler.edu
- [UT Tyler Tutoring Center](#) (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](#) (903.566.7254)