



Department of Management and Marketing
FALL 2025

COURSE NUMBER	MANA 1300.064
COURSE TITLE	Introduction to Business
COURSE MEETINGS	Online
INSTRUCTOR	Michael DeLong
EMAIL ADDRESS	mdelong@uttyler.edu
OFFICE PHONE	903.566.7363
OFFICE HOURS	Monday - Friday – 8am-4pm, or by appointment
OFFICE LOCATION	COB 123.01

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.*

[\(CATALOG\)](#)

II. REQUIRED TEXTBOOK/MATERIALS

Kelly/Williams [BUSN, 12th Edition](#)

BUSN11 (Textbook or eBook; students choice), 12th Edition ISBN: 9780357709474*

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.

IV. GRADING POLICY

Graded Assignments
News Ticker
Terms Trivia
Quizzes
Final Assignment

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

V. NEWS TICKER

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 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. 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. **Written posts are due on Sunday by 11:59pm** of the assigned week. News Ticker submissions are to be completed individually.

VI. TERMS TRIVIA

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 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 are completed weekly in Canvas. Terms will come from 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.

VII. QUIZZES

The semester will consist of Quizzes related to the content from each weekly module. Quizzes are in Canvas, each week. Quizzes are comprised of questions from all module 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.

VIII. FINAL ASSIGNMENT

Students will complete an interview of someone that is in business (preferably in an area of business that the student is planning to seek a degree). This can be a family member, friend, colleague at work, etc. The interview should be informational to the students. More details will be available at a later date.

IX. 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 interactive assignments, discussion boards, quizzes, etc. Submissions are due by **11:59pm CST on Sunday** of the assigned week, unless otherwise noted, as outlined on the Course Schedule. Please never hesitate to contact me, mdelong@uttyler.edu if for any reason you feel you are struggling with the course content/delivery and/or course requirements.

X. 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 EACH week throughout the semester, beginning on Monday, to engage in the course content. Engagement includes but is not limited to actively participating 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.

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

XI. 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, email me and let’s set up a time to meet either face to face or virtually. I am on campus most days from 8 am – 5 pm but available after-hours 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 that suits your needs. mdelong@uttyler.edu

XII. 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 mdelong@uttyler.edu or, by phone 903-566-7363 and ask for me. Your success is important to me!

XIII. COURSE SCHEDULE*

Week	Date	Course Content	Due**
1	August 25	Syllabus, Introduction Post, Course Content, Course Expectations	Welcome Video/Introduction Post
THE BUSINESS ENVIRONMENT			
2	September 1	Business Now: Change Is the Only Constant (Ch. 1) Economics: The Framework of Business (Ch. 2)	Terms Trivia, Quiz
3	September 8	The World Marketplace: Business Without Borders (Ch. 3)	Terms Trivia, Quiz, News Ticker Business Environment
4	September 15	Business Ethics and Social Responsibility: Doing Well by Doing Good (Ch. 4)	Terms Trivia, Quiz
5	September 22	Business Communication: Creating and Delivering Messages that Matter (Ch. 5)	Terms Trivia, Quiz
CREATING A BUSINESS			
6	September 29	Business Formation: Choosing the Form that Fits (Ch. 6) Small Business and Entrepreneurship: Economic Rocket Fuel	Terms Trivia, Quiz, News Ticker Creating a Business
FINANCING A BUSINESS			
7	October 6	Accounting: Decision Making by the Numbers (Ch. 8)	Terms Trivia, Quiz
8	October 13	Finance: Acquiring and Using Funds to Maximize Value (Ch.9) Financial Markets: Allocating Financial Resources (Ch. 10)	Terms Trivia, Quiz, News Ticker Financing a Business
MARKETING A BUSINESS			
9	October 20	Marketing: Building Profitable Customer Connections (Ch. 11)	Terms Trivia, Quiz
10	October 27	Product and Promotion: Creating and Communicating Value (Ch. 12)	Terms Trivia, Quiz, Final Interview Questions
11	November 3	Distribution and Pricing: Right Product, Right Person, Right Place, Right Price (Ch. 13)	Terms Trivia, Quiz, News Ticker Marketing a Business
MANAGING A BUSINESS			
12	November 10	Management, Motivation and Leadership: Bringing Business to Life (Ch. 14)	Terms Trivia, Quiz
13	November 17	Human Resources Management: Building a Top-Quality Workforce (Ch. 15)	Terms Trivia, Quiz, News Ticker Managing a Business
14	November 24	Managing Information and Technology: Finding New Ways to Learn and Link (Ch. 16) Operations Management: Putting It All Together (Ch. 17)	Terms Trivia, Quiz
15	December 1	Interview due by Wednesday, December 3rd at midnight	Final: Interview

*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 Sunday of the assigned week as outlined on the Course Schedule, unless otherwise noted

XIV. UNIVERSITY POLICIES AND INFORMATION

- Withdrawing from Class** - Students you are allowed to [withdraw \(Links to an external site.\)](#) (drop) from this course through the University's [Withdrawal Portal \(Links to an external site.\)](#). Texas law prohibits students 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 other 2-year or 4-year Texas public colleges and universities. Make sure to consider the impact withdrawing from this class has on your academic progress as well as the financial implications. We encourage you to consult your advisor(s) and financial aid for additional guidance. CAUTION #1: Withdrawing before census day does not mean you get a full refund. Please see the [Tuition and Fee Refund Schedule \(Links to an external site.\)](#). CAUTION #2: All international students must check with the [Office of International Programs \(Links to an external site.\)](#) before withdrawing. All international students are required to enroll full-time for fall and spring terms.
- Final Exam Policy**: Final examinations are administered as scheduled. If unusual circumstances require that special arrangements be made for an individual student or class, the dean of the appropriate college, after consultation with the faculty member involved, may authorize an exception to the schedule. Faculty members are required to maintain student final examination papers for a minimum of three months following the examination date.
- Incomplete Grade Policy**: If a student, because of extenuating circumstances, is unable to complete all of the requirements for a course by the end of the semester, then the instructor may recommend an Incomplete (I) for the course. The "I" may be assigned in lieu of a grade only when all of the following conditions are met: (a) the student has been making satisfactory progress in the course; (b) the student is unable to complete all course work or final exam due to unusual circumstances that are beyond personal control and are acceptable to the instructor; and (c) the student presents these reasons prior to the time that the final grade roster is due. The semester credit hours for an Incomplete will not be used to calculate the grade point average for a student.
 The student and the instructor must submit an Incomplete Form detailing the work required and the time by which the work must be completed to their respective department chair or college dean for approval. The time limit established must not exceed one year. Should the student fail to complete all of the work for the course within the time limit, then the instructor may assign zeros to the unfinished work, compute the course average for the student, and assign the appropriate grade. If a grade has not been assigned within one year, then the Incomplete will be changed to an F, or to NC if the course was originally taken under the CR/NC grading basis.
- Grade Appeal Policy** - UT Tyler's Grade Appeal policy requires the completion of a Grade Appeal form for this action to take place. The grade appeal begins with the instructor of your course. If you do not agree with the decision of the instructor, you may then move your appeal to the department chair/school director for that course. If you are still dissatisfied with the decision of the chair/director, you may move the appeal to the Dean of the College offering that course who has the final decision. Grade appeals must be initiated within sixty (60) days from the date of receiving the final course grade. The Grade Appeal form is found on the [Registrar's Form Library. \(Links to an external site.\)](#)
- Disability/Accessibility Services**: The University of Texas at Tyler has a continuing commitment to providing reasonable accommodations for students with documented disabilities. Students with disabilities who may need accommodation(s) in order to fully participate in this class are urged to contact the Student Accessibility and Resources Office (SAR) as soon as possible to explore what arrangements need to be made to ensure access. If you have a disability, you are encouraged to visit the [SAR Portal \(Links to an external site.\)](#) (<https://hood.accessiblelearning.com/UTTyler/> (Links to an external site.)) or call 903.566.7079.
- Military Affiliated Students**: UT Tyler honors the service and sacrifices of our military affiliated students. If you are a student who is a veteran, on active duty, in the reserves or National Guard, or a military spouse or dependent, please stay in contact with me if any aspect of your present or prior service or family

situation makes it difficult for you to fulfill the requirements of a course or creates disruption in your academic progress. It is important to make me aware of any complications as far in advance as possible. I am willing to work with you and, if needed, put you in contact with university staff who are trained to assist you. Campus resources for military affiliated students are in the [Military and Veterans Success Center \(MVSC \(Links to an external site.\)\)](#). The MVSC can be reached at MVSC@uttyler.edu, or via phone at 903.565.5972.

- **Academic Honesty and Academic Misconduct:** The UT Tyler community comes together to pledge that "Honor and integrity will not allow me to lie, cheat, or steal, nor to accept the actions of those who do." Therefore, we enforce the [Student Conduct and Discipline policy \(Links to an external site.\)](#) in the Student Manual Of Operating Procedures (Section 8).
- **FERPA** - UT Tyler follows the Family Educational Rights and Privacy Act (FERPA) as noted in [University Policy 5.2.3 \(Links to an external site.\)](#). The course instructor will follow all requirements in protecting your confidential information.
- **COVID Guidance**
 - **Information for Classrooms and Laboratories:** Students are required to wear face masks covering their nose and mouth, and follow social distancing guidelines, at all times in public settings (including classrooms and laboratories), as specified by [Procedures for Fall 2020 Return to Normal Operations \(Links to an external site.\)](#). The UT Tyler community of Patriots views adoption of these practices consistent with its [Honor Code \(Links to an external site.\)](#) and a sign of good citizenship and respectful care of fellow classmates, faculty, and staff.

Students who are feeling ill or experiencing symptoms such as sneezing, coughing, or a higher than normal temperature will be excused from class and should stay at home and may join the class remotely. Students who have difficulty adhering to the Covid-19 safety policies for health reasons are also encouraged to join the class remotely. Students needing additional accommodations may contact the Office of Student Accessibility and Resources at University Center 3150, or call (903) 566-7079 or email saroffice@uttyler.edu.

- **Recording of Class Sessions:** Class sessions may be recorded by the instructor for use by students enrolled in this course. Recordings that contain personally identifiable information or other information subject to FERPA shall not be shared with individuals not enrolled in this course unless appropriate consent is obtained from all relevant students. Class recordings are reserved only for the use of students enrolled in the course and only for educational purposes. Course recordings should not be shared outside of the course in any form without express permission.
- **Absence for Official University Events or Activities:** This course follows the practices related to approved absences as noted by the Student Manual of Operating Procedures ([Sec. 1 -501 \(Links to an external site.\)](#)).
- **Absence for Religious Holidays:** Students who anticipate being absent from class due to a religious holiday are requested to inform the instructor by the second class meeting of the semester.
- **Campus Carry:** We respect the right and privacy of students 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>.