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.uttysler.edu/catalog/12-14/](http://www.uttysler.edu/catalog/12-14/)

II. REQUIRED TEXT
Kelly/Williams
CourseMate is supported on FireFox and Internet Explorer and 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
Technological Competence
Global Awareness
Social Responsibility
Ethical Courage
V. **GRADING POLICY**

<table>
<thead>
<tr>
<th>Grade Distribution</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Media Quizzes</td>
<td>20%</td>
</tr>
<tr>
<td>Learning Activities</td>
<td>25%</td>
</tr>
<tr>
<td>Project</td>
<td>25%</td>
</tr>
<tr>
<td>Exams (I, II, III/FINAL)</td>
<td>30%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Final Grades</th>
</tr>
</thead>
<tbody>
<tr>
<td>A = 90% +</td>
</tr>
<tr>
<td>B = 80% - 89%</td>
</tr>
<tr>
<td>C = 70% - 79%</td>
</tr>
<tr>
<td>D = 60% - 69%</td>
</tr>
<tr>
<td>F = &lt;60%</td>
</tr>
</tbody>
</table>

VI. **LECTURES**

Lectures for MANA 1300.001, Spring 2015, will take place in class during our Face-to-Face meetings, or on Blackboard or CourseMate during online meetings. Online Lectures include audio and visual observance, interactive practice through Flashcards, Games, and videos, as well as demonstration of your knowledge through Chapter Quiz Sets on CourseMate. Lecture content should be completed prior to beginning Quiz Sets or Exams. PowerPoint lecture slides are made available to you on Blackboard and CourseMate.

CourseMate is an interactive learning and study tool that is designed around the assigned course content. It is required that each student participates in the weekly lecture content through Blackboard and CourseMate. All engagement on CourseMate is tracked and recorded as part of the student’s Participation grade.

VII. **MEDIA QUIZZES (20%)**

The semester will consist of 17 Media Quizzes proctored on CourseMate. The Media Quizzes average is 20% of the overall semester grade. Media Quizzes are integrated into videos pertaining to the business environment content within the weekly chapter material you are expected to learn. Questions are created based on the videos content as it relates to concepts covered in lectures, required readings, PowerPoint’s, supplemental readings, etc. for the purpose of checking your understanding of the required readings/course content. Media Quizzes should be completed on CourseMate after reading the chapter and completing the Resource Index within CourseMate.

Students are expected to complete the assigned Media Quizzes by the outlined due date located within the Blackboard Module and the Course Schedule. Media Quizzes will most often consist of multiple choice questions related to the video content. Media Quizzes are to be completed individually. Media Quizzes are proctored on CourseMate (as indicated within the Module) and are made available from the start of the semester to the assigned due date.

**Make-up Media Quizzes will NOT be permitted:** it is the student’s responsibility to plan his/her academic schedule in advance. This course is designed to allow students to work ahead within the Module thus eliminating scheduling conflicts.

VIII. **LEARNING ACTIVITIES (25%)**

The semester will consist of weekly Learning Activities that are complete as in-class exercises or online blackboard discussions. The Learning Activities average is 25% of the overall semester grade.
Online Learning Activities require students to utilize the Blackboard Discussion Board to respond to an instructor led prompt and then reply to two peers. Peer posts will not be ‘viewable’ until your individual submission is made, once you submit your response you will be able to view and post on a minimum of two other student responses. Submissions will only be graded once the student submits the three required components (1) Response to Prompt (2) Response to Peer One (3) Response to Peer Two. Any submissions that do not include the three required components or are made after the posted due date will be ineligible for grading and therefore result in a zero.

Face-to-Face Learning Activities require attendance during face-to-face class meetings along with active in-class participation in discussions and activities. Points are awarded based on contributions made. Any absence from face-to-face Learning Activities will result in a grade of zero.

Students are expected to complete the Weekly Learning Activities by the outlined due date located within the Blackboard Module and the Course Schedule.

Make-up Learning Activities will NOT be permitted; it is the student’s responsibility to plan his/her academic schedule in advance. This course is designed to allow students to work ahead within the Module thus eliminating scheduling conflicts.

IX. PROJECT (25%)  
The Project average is 25% of the overall semester grade. As the semester progresses, students are introduced to the major functional areas of business, the skills and knowledge obtained throughout the course will provide the platform to development a Business Plan. Students will be provided with an in-class overview of the written requirements for the Business Plan.  
[Ref. FinalProjectRequirements_BusinessPlan_SPRING2015.PDF for more detail]

Students may choose their Project Group. Group requirements are based on enrollment and will be outlined in-class. If all Groups are not determined by the assigned deadline the Instructor will assign groups. It is expected that students are actively participating within their group throughout the entire semester as new course content builds upon the requirements to complete the Business Plan. Project Workshops are built into the Course Schedule.

At the end of the semester each Group will submit a written Business Plan and conduct a formal business presentation. Presentations will take place in-class with fellow peers playing the role of a group of investors looking to invest in a new business in the East Texas region.

X. EXAMS (30%)  
This course consists of three exams: EXAM I, EXAM II, EXAM III/FINAL. Exams may consist of matching, multiple choice, and demonstration questions. Exams are proctored at the end of each MODULE in the course. Exams may include any course content from the indicated chapters prior to the Exam date.

Students are expected to complete the assigned Exam by the outlined due date located within the Blackboard Module and the Course Schedule. Exams will be proctored on the assigned date in-class or on Blackboard using Respondus Lockdown Browser.
Make-up Exams will NOT be permitted; it is the student’s responsibility to plan his/her academic schedule in advance. Students may only complete the Exam on Tuesday of the assigned week from 6:00pm-8:40pm (EXAM III has a time window of 6:00pm-8:00pm). Arrangements for an alternate testing time must be made with the Instructor a minimum of 1 week prior to the scheduled exam date.

XI. ATTENDANCE/MAKE UP POLICY

It is expected that students attend all scheduled face-to-face class meetings and actively participate Online each week. Active participation Online includes logging into Blackboard and CourseMate 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 using Blackboard Discussion Board, participation on CourseMate, completing the required weekly Media Quizzes, Learning Activities, taking notes based on chapter readings and provided lecture PowerPoints, completing supplemental reading assignments, etc.

This course has been designed in a way that allows students to work ahead within the assigned Module. It is the individual student’s responsibility to plan his/her academic schedule in advance; make-up dates for Media Quizzes, Learning Activities, Final Project, and Exams are not permitted.
XII. **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 receive no credit for the assigned task and may possibly be awarded a failing grade for the semester. Please note ALL coursework is to be completed individually unless specifically noted as “Group Work” within the Blackboard Module and the 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.
XIV. 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.uttler.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.
<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Course Content</th>
<th>Due Dates**</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td><strong>MODULE I</strong></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Jan. 13th</td>
<td>Syllabus, Introduction Post, Course Content, Course Expectations, Business Now: Change Is the Only Constant (Ch. 1)</td>
<td>Introduction Post and Media Quiz due Friday Jan. 16th</td>
</tr>
<tr>
<td>3</td>
<td>Jan. 27th</td>
<td>Business Ethics and Social Responsibility: Doing Well by Doing Good (Ch. 4)</td>
<td>Media Quiz and Learning Activity due Friday Jan. 30th</td>
</tr>
<tr>
<td>4</td>
<td>Feb. 3rd</td>
<td>Business Communication: Creating and Delivering Messages that Matter (Ch. 5)</td>
<td>Media Quiz and Learning Activity due Friday Feb. 6th</td>
</tr>
</tbody>
</table>
| 5    | Feb. 10th | EXAM I                                                                         | Opens Tues. Feb. 10th 6:00pm  
Closes Tues. Feb. 10th 8:45pm |
|      |        | **MODULE II**                                                                  |                           |
| 6    | Feb. 17th | Business Formation: Choosing the Form that Fits (Ch. 6) Small Business and Entrepreneurship: Economic Rocket Fuel (Ch. 7) | Media Quizzes and Learning Activities due Friday Feb. 20th |
| 7    | Feb. 24th | Accounting: Decision Making by the Numbers (Ch. 8) Project Workshop           | Media Quiz due Friday Feb. 27th |
| 8    | Mar. 3rd  | Finance: Acquiring and Using Funds to Maximize Value (Ch. 9) Securities Markets: Allocating Financial Resources (Ch. 10) | Media Quizzes and Learning Activities due Friday Mar. 6th |
|      | Mar. 10th | Spring break                                                                   |                           |
| 9    | Mar. 17th | EXAM II                                                                        | Opens Tues. Mar. 17th 6:00pm  
Closes Tues. Mar. 17th 8:45pm |
|      |        | **MODULE III**                                                                 |                           |
| 10   | Mar. 24th | Marketing: Building Profitable Customer Connections (Ch. 11) Project Workshop | Media Quiz due Friday Mar. 27th |
| 11   | Mar. 31st | Product and Promotion: Creating and Communicating Value (Ch. 12) Distribution and Pricing: Right Product, Right Person, Right Place, Right Price (Ch. 13) | Media Quizzes and Learning Activities due Friday April 3rd |
| 12   | April 7th | Management, Motivation and Leadership: Bringing Business to Life (Ch. 14) Human Resources Management: Building a Top-Quality Workforce (Ch. 15) | Media Quizzes and Learning Activities due Friday April 10th |
| 13   | April 14th | Managing Information and Technology: Finding New Ways to Learn and Link (Ch. 16) Operations Management: Putting It All Together: (Ch. 17) Project Workshop - final Rough Drafts due in-class at 6pm | Media Quizzes due Friday April 17th |
| 14   | April 21st | Project Presentations                                                          | Written Business Plan, PowerPoints, and in-class presentation due Tues. April 21st |
| 15   | April 28th | EXAM III/FINAL                                                                 | Opens Tues. April 28th 6:00pm  
Closes Tues. April 28th 8:00pm |

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

**see Blackboard Module Pages for directions on outlined Media Quizzes and Learning Activities – due dates reflect 5:00pm CST deadlines unless otherwise indicated