The Fogelman College has established the following learning goals for all students successfully completing the BBA degree:
• Graduates will be effective communicators.
• Graduates will demonstrate critical thinking skills.
• Graduates will be knowledgeable about ethical factors in the business environment.
• Graduates will be knowledgeable about the global business environment.
• Graduates will be proficient users of business presentation and analysis technology.

Additional goals for BBA-Accounting only:
Addition learning goals for students who successfully complete the BBA in Accounting degree:
• Graduates will demonstrate a satisfactory understanding of financial and managerial accounting concepts.
• Graduates will demonstrate a satisfactory understanding of systems and auditing concepts.
• Graduates will demonstrate a satisfactory understanding of U.S. tax laws and regulations related to financial reporting.

Common Mistake
Every semester, after one or more exams, students come to my office or email me seeking advice on how to improve on their dismal performance with future exams. The typical question is “I’ve done well on all my homework and other assignments, I studied a long time for the exam, but I did really lousy on it. How can I do better next time?” Often, it’s too late at that point. After talking for a while, almost always I discover that the student has not been reading the chapters. Usually the student insists that he/she is “using” the book every day. But, inevitably that means using it as a reference when doing homework, trying to find an example that matches the assignment. That doesn’t work! Sure, you might get a good grade on the homework, but you won’t understand the material. You might have memorized a mechanical way of arriving at an answer, but without understanding why, you will score poorly on exams. And worse, you won’t acquire the knowledge you need to be successful on the CPA exam or in your accounting career. Don’t make that mistake! Be sure to read the assigned portion of each chapter. And that means reading every sentence from start to finish. The chapter explains, not just how, but why. You paid a lot for that book. Use it!

Connect
Most assignments are to be completed online within Connect, a web-based assignment and assessment platform. With Connect, I will deliver assignments online. You will be given opportunities to practice important skills at your own pace and on your own schedule. LearnSmart (described below) also is included in Connect. With Connect, you also get 24/7 online access to an eBook – an online edition of the text.
**Connect** comes free with all new copies of the textbook purchased through the University bookstore, Amazon, and many other sources. What’s included is an access code you’ll need to register with Connect. If you buy a used text or a new text from certain other sources, it will not include Connect and you will need to purchase an access code from the bookstore or from the publisher’s website. Here are instructions to purchase an access code if you don’t have one that came with the book: [Video Instructions](#). Use the code to register at the site below:

**Follow these instructions to register with your section and Connect:**

Go to the following web address and click the "register now" button:

http://connect.mheducation.com/class/zhang2019s3120m50

If you need help with Connect, here are three sources:

- 800-331-5094, option 2
- [www.mhhe.com/support](http://www.mhhe.com/support)
- Student video tutorials for help embedded within Connect

**Office Hours (FAB #230):** 10am–11:50am Tuesdays & Wednesdays.

**Email:** jzhang5@memphis.edu (Please DO NOT email me from within eCourseware. Doing so will create for you an email address in your message that will prevent me from responding to your message.)

Once logged on to eCourseware and at the Course Homepage, go to Course Content. To successfully complete each chapter’s assignments:

1. **Read the chapter.** While reading, take notes of the important items covered. Pay particular attention to the learning objectives listed at the beginning of the chapter. Rework examples in the chapter to make sure you understand the concepts covered. *Expect to spend 4 hours per chapter reading.*

2. **Watch the Lecture and/or PowerPoint Tutorial** from the course Content.

3. **Answer the Quiz** on Connect (see Quiz later in the syllabus).

4. **Complete the LearnSmart module for the chapter.** See the description below.

5. **Solve Assignments in Connect.** Open the Connect website, log in and select the current chapter.

6. **Solve the Projects for the chapter** from the eCourseware / Assessments / Dropbox and save it to your computer as “ProjectXyourlastname.” When you have completed the spreadsheet, upload it to the indicated Dropbox.

**GRADING**

Your grade this semester will be determined on the basis of the total points you earn:

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exam 1 (on Connect)</td>
<td>100</td>
<td>&gt;= 409 – A</td>
</tr>
<tr>
<td>Exam 2 (on Connect)</td>
<td>100</td>
<td>364-408 – B</td>
</tr>
<tr>
<td>Exam 3 (on Connect)</td>
<td>100</td>
<td>318-363 – C</td>
</tr>
<tr>
<td>Required Assignments (on Connect)</td>
<td>100</td>
<td>273-317 – D</td>
</tr>
<tr>
<td>Quiz (on Connect)</td>
<td>35</td>
<td>&lt; 273 – F</td>
</tr>
<tr>
<td>Self introduction on eCourseware (by Mar. 16)</td>
<td>5 points (bonus)</td>
<td></td>
</tr>
<tr>
<td>Excel Projects (on eCourseware/Dropbox)</td>
<td>20 points</td>
<td></td>
</tr>
<tr>
<td><em>Total</em></td>
<td>455</td>
<td></td>
</tr>
</tbody>
</table>
**Periodic Exams**

The periodic exams during the semester will test your knowledge and understanding of the material in the chapters indicated. These exams will consist primarily of problems similar in nature to the homework exercises and problems. No make-up exams will be given. Grades are posted in eCourseware.

**Connect Grade**

The "Connect grade" will be determined on the basis of your daily preparation as evidenced by your scores on homework assignments. Complete your assignments before the date on which the schedule indicates that it is due. Early preparation will allow you to correct errors you inevitably will make in first attempts. You can solve each question as often as you want. I will count your highest score. It also will guard against technology issues with your own computer or with Connect itself. Once a deadline passes, the assignment will not be reopened.

To solve the assignments in Connect, follow these steps.

1. Open the Connect website, log in and select the current chapter.

2. **PRACTICE SET.** An additional resource for solving the assignments, particularly those without Guided Examples, is the Practice Set for that chapter. Most of the exercises and problems for the chapter are here. You can submit the answers within the Practice Set and "check your work" to see how you are doing. If you are having difficulty solving the problem, submit it. This will allow you to see the answer.

3. **CONNECT ASSIGNMENTS.** You may answer the Questions as many times as you like up until the close date. I will use the highest grade you attain on each assignment as of the due date. Most assignments are algorithmic (each time they are worked, there will be different numbers). Expect to spend 4 hours working each chapter’s assignments. Don’t wait until the cutoff time approaches. Submit your homework well in advance of that time to avoid electronic glitches.

**Quiz**

In Connect (within the assignments): Each of the 7 chapters is accompanied by an assigned online quiz (in Connect). These quizzes are designed to assess a very basic understanding of each learning objective. Answers should be relatively easy if you have read the chapter; otherwise not so much. Resist the urge to just look up the answers. You might win the battle, but you’ll lose the war. Be sure to pay attention to the schedule because when the quiz closes it will not be reopened. Incorrect answers are listed after the quiz is submitted, and full feedback is provided after the due date. Each of the 7 quizzes counts 5 points.

**Excel Projects**

The projects should be uploaded to the Dropbox (Menu item under eCourseware / Assessments) by the due dates. The projects count 20 points. The objective of the projects is to take advantage of the power and flexibility of Excel. Start early, devote an appropriate amount, and do it right (omit the rounding issue).

**LearnSmart**

LearnSmart is an “intelligent” tutoring/learning system. Based on your progress, the program leads you through a learning process for each chapter, allowing you to move to the next level only after you have demonstrated an understanding of the previous level. The number of points you earn and the speed with which you can progress through the chapters depend on how you assess your own ability to answer a question. For instance, if you click "I know it" and answer the question correctly, you will get
the greatest number of points possible. If you answer correctly after selecting one of the other buttons – "Think so," "Unsure," and "No idea" – you will still earn points. However, you get fewer points for the items you do not believe you know as well. So, if you select "Unsure" and get the answer correct, you will get fewer points than if you had selected "I know it " or "Think so."

The same applies if you get an answer incorrect. If you do not know the answer after clicking "I know the answer," points will be deducted from your score. Fewer points are deducted if you select "Think so" or "Unsure," and get the answer incorrect. If you click "Unsure," points will not be deducted even if you incorrectly answer the question.

You will be able to complete LearnSmart in two modules per chapter. Time to complete a module varies but averages about 30 minutes (assuming you have read the appropriate part of the chapter; otherwise, it will take much, much longer).

Use the “SmartBook” mode when in LearnSmart.

1. Open the Connect website, log in and select the current chapter.
2. Look in the Library tab.
3. Choose LearnSmart.
4. In the bottom right corner, click the icon with three horizontal lines.
5. Select Go to SmartBook and make it your default view when asked.

The first icon at the bottom toggles between Read and Practice. Complete the Practice process only after reading the appropriate portion of the Chapter. You can do so in the eBook using the “Read” tab, but it’s easier for most to read it in the physical textbook.

**Concept Overview Videos**

Available within Connect, these videos teach the core concepts of the content in an animated, narrated, and interactive multimedia format, bringing the key learning objectives of the course to life. They are particularly helpful for online courses and for those audio and visual learners if sometime you struggle reading the textbook page by page.
<table>
<thead>
<tr>
<th>Title</th>
<th>Activities</th>
<th>Activities</th>
</tr>
</thead>
</table>
| Introduction & Orientation   | Read through “Getting Started” and “Course Resources” under Content at eCourseware.                                                                                                                      | **Chapter 8**  
Read Chapter; Quiz; LearnSmart; Concept Videos, and Required Assignments. |
| Mar. 11 – 15                 | Inventories: Measurement                                                                                                                                                                                 | **Chapter 9**  
Read Chapter; Quiz; LearnSmart; Concept Videos, and Required Assignments.  
Complete Excel Project #9 due **Mar. 25** |
| Mar. 18 – 22                 | Inventories: Additional Issues                                                                                                                                                                           | **Exam 1, Chap. 8 – 9**  
Available 12:01am **Mar. 24** to 11:59pm **Mar. 25**. |
| Mar. 25 – 29                 | PPE and Intangible Assets: Acquisition and Disposition                                                                                                                                                   | **Chapter 10**  
Read Chapter; Quiz; LearnSmart; Concept Videos, Required Assignments.     |
| Apr. 1 – 5                   | PPE and Intangible Assets: Utilization and Impairment                                                                                                                                                     | **Chapter 11**  
Read Chapter; Quiz; LearnSmart; Concept Videos, and Required Assignments.  |
| Apr. 8 – 12                  | Investments                                                                                                                                                                                               | **Chapter 12**  
Read Chapter; Quiz; LearnSmart; Concept Videos, and Required Assignments.  
Complete Excel Project #11 due **Apr. 15** |
| Apr. 15 – 19                 | Current Liabilities and Contingencies                                                                                                                                                                    | **Exam 2, Chap. 10 – 12**  
Available 12:01am **Apr. 14** to 11:59pm **Apr. 15**. |
| Apr. 22 – 26                 | Bonds and Long-Term Notes                                                                                                                                                                                  | **Chapter 13**  
Read Chapter; Quiz; LearnSmart; Concept Videos, and Required Assignments. |
|                             |                                                                                                                                                                                                             | **Chapter 14**  
Read Chapter; Quiz; LearnSmart; Concept Videos, Required Assignments.  
Complete Excel Project #14 due **Apr. 29** |
|                             |                                                                                                                                                                                                             | **Exam 3, Chap. 13 – 14**  
Available 12:01am **Apr. 28** to 11:59pm **Apr. 29**. |