Course Syllabus
MGMT1010-002 – Intro to Business
Spring 2016
2 Credit Hours
Monday, Wednesday: 10:20 – 11:15 am

Instructor: William Carr

E-mail: wjcarr@memphis.edu

The best, fastest, and preferred way to contact me is by sending an email FROM YOUR university email account TO MY university email account (wjcarr@memphis.edu). Include the following in the subject line of your email: Last name, First initial, MGMT 1010 002. I will respond to emails within 24 hours under normal circumstances. If you have not received an email response by the end of 24 hours, check to see if you sent your email FROM YOUR University email account TO MY University email account. You can always send your email again. To comply with the government’s FERPA regulations, I will not reply to emails from non-university email accounts and I will not send emails to non-university email accounts.

Office Hours: By Appointment (Monday, Wednesday – before or after class)

Course Overview

Overview of practices applicable for addressing the personal and professional development challenges of business and entrepreneurship; introduction to elementary concepts of business; orientation toward selection of major and information on business career opportunities. **NOTE: if taken by students with 50 credit hours or more, credit will not count for the B.B.A. degree.**

Pre-Requisites/Co-Requisites:

None

Required Text Bundle:


New textbook purchase is required in order to obtain the required CourseMate Access Code and use of CourseKey. **CourseKey: CM-9781285775326-0000290**

**CourseMate use is required for this course**
**CourseMate.** In addition to downloadable audio chapter summaries, visual chapter summaries, printable flashcards, practice quizzes, online games, videos, etc., CourseMate is a web-based assessment interface that provides homework assessments, and is a requirement for this course. As outlined in this syllabus, *required individual homework/assessments via CourseMate will make up a portion of your overall course grade.*

**IMPORTANT NOTE: Purchase of a USED TEXTBOOK may include an INVALID (I.E. USED) CourseMate access code that will not allow access to this required element of the course.**

See the following link for a short video on registering for CourseMate with your access code and registering for the Intro to Business CourseMate course using CourseKey CM-9781285775326-0000290.

https://www.youtube.com/watch?v=DSewSl-sETw&list=PLtv5E8moFF2q5kJbVf7tZbehhUPbqsDe

**Location of Course Materials:**

eCourseware: All course content files and quizzes can be found in eCourseware by logging into this course at https://elearn.memphis.edu

CourseMate: 10 of 15 chapter Graded Quizzes in CourseMate (Chapters 1-15) are assignment requirements for this course. https://login.cengage.com/

**Course Objectives:**

Upon completion of this course, the student is expected to be able to:

1. Identify and discuss the various influences on business in a diverse global environment, characterized by differing economic systems;
2. Understand the relationship between and importance of ethics and social responsibility;
3. Describe and display the key elements of effective business communication;
4. Identify distinguishing characteristics of business formation;
5. Analyze and reflect upon personal strengths and weaknesses as they relate to becoming a successful entrepreneur;
6. Examine the key functions of management, motivation theories, styles of leadership, and workforce management;
7. Understand key marketing concepts including the roles of product, price, place and promotion in creating customer value; and,
8. Recognize the key areas of money, finance, and investments and understand the major elements of sound personal financial management.

**Fogelman College: Learning Outcomes for Business Degree**

http://www.fcbeassessment.net/LearningOutcomes/BBADegreeLearningOutcomes.pdf
http://www.fcbeassessment.net/LearningOutcomes/BBADegreeAccountancyLearningOutcomes.pdf
Course Methodology

Students are expected to read chapters in advance and participate in classroom discussions and activities. Guest speakers and videos will be used to enhance the classroom experience and discussion generated through the text. Students are expected to come to class prepared, in order to gain a deeper understanding of the material and participate in classroom discussions. Course material reinforcement will be in the form of regular quizzes and discussion board postings commenting on speaker/video content. The final grade will incorporate quiz grades, class participation, attendance, and discussion board postings.

Professor’s Expectations:

In general, you should assist the instructor in creating a positive, supportive environment for learning by staying engaged in the course and actively participating in class and in all eCourseware and CourseMate assignments.

Student’s Expectations:

In my role as your instructor, there are certain things you can expect from me including: well-organized and engaging learning experience, response to emails within one (1) business day, and feedback on all work submitted within seven (7) calendar days.

Grading and Evaluation Criteria

<table>
<thead>
<tr>
<th>Grade Components</th>
<th>Points</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class Participation/Activities/Attendance</td>
<td>100</td>
<td>10</td>
</tr>
<tr>
<td>CourseMate Chapter Quizzes (10 of 15 count – 30 points each)</td>
<td>300</td>
<td>30</td>
</tr>
<tr>
<td>eCourseware Quizzes: (4 quizzes – 90 points each)</td>
<td>360</td>
<td>36</td>
</tr>
<tr>
<td>Speaker/Video/Case Discussion Posts (6 posts – 40 points each)</td>
<td>240</td>
<td>24</td>
</tr>
<tr>
<td><strong>Total Course Points:</strong></td>
<td>1000</td>
<td>100</td>
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Final Course Grades

<table>
<thead>
<tr>
<th>Points Earned</th>
<th>Grade Range</th>
<th>Letter Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>895–1000</td>
<td>90 – 100%</td>
<td>A</td>
</tr>
<tr>
<td>795–894</td>
<td>80 – 89%</td>
<td>B</td>
</tr>
<tr>
<td>695–794</td>
<td>70 – 79%</td>
<td>C</td>
</tr>
<tr>
<td>595–694</td>
<td>60 – 69%</td>
<td>D</td>
</tr>
<tr>
<td>Below 595</td>
<td>Less than 60%</td>
<td>F</td>
</tr>
</tbody>
</table>

List of Formal Assessed Activities

**NOTE:** Work submitted for grading will **not** be evaluated until after the student has submitted the REQUIRED Academic Integrity Acknowledgment post in Discussions in eCourseware.
CourseMate Quizzes:
CourseMate Graded Quiz Assignments will be completed and assessed within the Cengage Publisher’s CourseMate website at https://login.cengage.com/
CourseKey: CM-9781285775326-0000290

Discussions:
Throughout the semester six Discussion topics will be posted in the eCourseware Discussions section which will require posts from each student responding to questions based on class speaker presentations, videos, or text cases.

Quizzes:
Quizzes in eCourseware are timed and graded “as is” at the end of the time-frame; four (4) total quizzes are required in the course. Quizzes must be taken within the dates assigned.

NO PROVISION IS MADE FOR MISSING TESTS OR QUIZZES DURING THE TESTING SCHEDULE. See Course Schedule for quiz dates.
Quizzes in eCourseware will test all material discussed in the course, textbook, and presentation slides. Quizzes (40 questions each) will cover the following textbook chapters:
Quiz 1 (Chapters 1-4)
Quiz 2 (Chapters 5-8)
Quiz 3 (Chapters 9-11 & Personal Finance Appendix)
Quiz 4 (Chapters 12-15)

** Optional Final (Make-up) Quiz (This can replace the lowest Quiz grade)

** NOTE: If a quiz is missed, then the final quiz will be required. No more than one quiz can be missed; all other missed quizzes will receive a “0.” Quizzes are administered online.

Quizzes must be taken on the dates assigned. NO PROVISION IS MADE FOR MISSING ANY QUIZZES DURING THE TESTING SCHEDULE. Please immediately notify the Instructor well ahead of time if there is an exceptional, personal reason or for a University sanctioned absences.

Schedule of Activities
The Course Schedule is shown on the last page of this syllabus and in the "Getting Started" section of the eCourseware site for the course. This schedule is subject to change during the semester and any changes will be announced in class and posted on eCourseware.

Final Exam Schedule – See Course Schedule on the last page of this syllabus.

Course Policies

E-MAIL:
All students are required to maintain and access their University of Memphis (@memphis.edu) email account. You will receive all official course correspondence at this email account. Any inability to receive incoming mail in a timely fashion (e.g., not regularly checking your email, having a “full mailbox” condition, etc.) is the student’s responsibility.
Attendance:

Attendance is expected and will be recorded. Please show respect for the Instructor and class members by arriving on time and not leaving early. For students receiving federal student loans, any lack of engagement in the course may be treated as non-attendance and potentially impact access to student loans in the future. Attendance and Class Participation represent a portion of the course grade.

Adding / Dropping:

If you have questions about adding or dropping classes, please refer to this page on the Registrar’s website.

Academic Integrity:

The University of Memphis has clear codes regarding cheating and classroom misconduct. You are referred to the Student Handbook section on academic misconduct for a discussion of these codes.

Academic dishonesty of any sort will not be tolerated. Your Instructor will adhere to the University policies related to academic dishonesty. Dishonest acts related to academic work, include but are not limited to; using another student’s work as your own, plagiarizing, obtaining aid on quizzes, taking quizzes for others, having another person take your quizzes, having unauthorized knowledge of quiz content, doing work for another student, falsification, and multiple submissions. If plagiarism occurs, the student, at minimum, may be subject to failure of the assignment and/or course. Further action could be taken, up to and including expulsion from the University.

Should your professor have evidence that using a “Solutions Manual” has occurred, he/she may take steps as described on the campus’ Office of Student Conduct website. If you have any questions about academic integrity or plagiarism, you are strongly encouraged to review the Fogelman College’s Website on Academic Integrity.

Participation:

Participation in classroom discussions and activities is an important part of the learning process. The grade for the course contains a participation component. Students are encouraged to share their thoughts and experiences relative to the subject matter discussed in class.

Late Assignments:

NO PROVISION IS MADE FOR MAKING UP ASSIGNMENTS OR QUIZZES except for University-approved reasons (University-sponsored trips, athletic events, or conferences) or for exceptional reasons approved by the Instructor. Those students who have extracurricular arrangements that will conflict with the course MUST make arrangements with the Instructor in advance before due dates of assignments and quizzes. Additionally, personal or work commitment conflicts are not excused absences. Please contact your Instructor immediately should you have unexpected situations arise.
Extra Credit:
In the event the instructor decides to offer any extra credit assignments for the class, this will be announced in class and posted on eCourseware.

Reporting Illness or Absence:
Students must immediately notify the instructor by email when needing to report an absence to illness or in the case of another unexpected absence. Proper medical documentation will be required in cases of illness-related absences. Other documentation will be expected in other non-medical related absences.

Inclement Weather:
In the event of inclement weather and the cancellation of classes, refer to the course’s eCourseware News section and your UM email account for information regarding any assignment due date extension.

Syllabus Changes:
Any changes in syllabus items will be announced in class and posted on eCourseware.

Student Services
Please access the FCBE Student Services page for information about:

- Students with Disabilities
- Tutoring and other Academic Assistance
- Advising Services for Fogelman Students
- Technical Assistance

Students with Disabilities:
Any student who anticipates physical or academic barriers based on the impact of a disability is encouraged to speak with the course instructor privately. Students with disabilities should also contact the campus Disability Resources for Students (DRS) office. Contacting the DRS offices for The University of Memphis:

- DRS Website
- Main Campus, 110 Wilder Tower, Phone: 901.678.2880

Course Schedule on following page
### Course Schedule

<table>
<thead>
<tr>
<th>Week #</th>
<th>Meeting Dates</th>
<th>Class</th>
<th>Coursemate Content</th>
<th>eCourseware Activities</th>
<th>Discussion Posting</th>
<th>Week #</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1/20</td>
<td></td>
<td>Highest 10 of 16 grades count</td>
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<tr>
<td>2</td>
<td>1/25 &amp; 1/27</td>
<td>Ch 1,2 Video</td>
<td>1,2,3,4 (Complete by 2/8)</td>
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<td>3</td>
<td>2/1 &amp; 2/3</td>
<td>Ch 3,4</td>
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<tr>
<td>4</td>
<td>2/8 &amp; 2/10</td>
<td>Speaker/Video Ch 5 2/10</td>
<td>Quiz 1 Ch 1 - 4 (2/8 - 2/12)</td>
<td>Speaker/Video Post due 2/13</td>
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<td>5</td>
<td>2/15 &amp; 2/17</td>
<td>Speaker/Video 2/15 Ch 6</td>
<td>5,6,7,8 (Complete by 2/29)</td>
<td>Speaker/Video Post due 2/20</td>
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<td>6</td>
<td>2/22 &amp; 2/24</td>
<td>Ch 7,8</td>
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<td>7</td>
<td>2/29 &amp; 3/2</td>
<td>Speaker/Video 2/29 Ch 9</td>
<td>Quiz 2 Ch 5 - 8 (2/29 - 3/4)</td>
<td>Speaker/Video Post due 3/5</td>
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<tr>
<td>9</td>
<td>3/14 &amp; 3/16</td>
<td>Speaker/Video 3/16 Pers Fin Apdx</td>
<td>9,10,11 (Complete by 4/4)</td>
<td>Speaker/Video Post due 3/26</td>
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<td>3/21 &amp; 3/23</td>
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<td>Speaker/Video 3/28 Ch 11</td>
<td>Quiz 3 Ch 9-11, Apdx (4/3 - 4/7)</td>
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<td>Ch 12,13</td>
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<td>4/11 &amp; 4/13</td>
<td>Speaker/Video 4/11 Ch 14</td>
<td>12,13,14,15 (Complete by 4/20)</td>
<td>Speaker/Video Post due 4/16</td>
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<td>14</td>
<td>4/18 &amp; 4/20</td>
<td>Ch 15,16</td>
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<td>Quiz 4 12,13,14,15 (4/21 - 4/25)</td>
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<td>15</td>
<td>4/25 &amp; 4/27</td>
<td>Ch 17</td>
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<td>Optional Final Exam (4/27 - 5/1)</td>
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<td>16</td>
<td>4/29 - 5/5</td>
<td>Final Exam Week</td>
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* Schedule subject to change. Changes will be announced in class and posted on eCourseware.