Course Syllabus
MGMT1010-001 – Intro to Business (Hybrid)
Fall 2018
3 Credit Hours
Classroom Meetings – 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 001. 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 also send your email again. To comply with the FERPA regulations, I will not reply to emails from non-university email accounts and I will not send emails to non-university 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:
There are no course pre-requisites to enrolling in this course.

Required Text (and MindTap Online Access):
BUSN (with MindTap, 1 term (6 months) Access), 11th Edition, Kelly/Williams

Print version includes MindTap Printed Access Card
✓ The printed text is available in the UofM bookstore ($80) and through the publisher ($80) at Cengage website to purchase printed text and access code (Opens in a new window).

OR
MindTap Printed Access Card with eBook
✓ The MindTap Printed Access Card with eBook ($50) is available in the UofM bookstore.

OR
MindTap Instant Access with eBook
✓ The instant access code is available through the publisher ($50) at Cengage website to purchase MindTap Instant Access with eBook (Opens in a new window).

OR
Cengage Unlimited
Cengage Unlimited is a subscription service providing access to ALL Cengage digital textbooks and digital learning products—over 22,000—for $119.99 per semester. One Cengage Unlimited subscription can be used across ALL courses where Cengage products are assigned. The Cengage Unlimited subscription ISBN is 9780357700006. See Welcome email or eCourseware for details.

New textbook or eBook purchase is required to obtain the required MindTap Access Code and use of CourseKey. CourseKey: MTPPL2QPWV9J

NOTE: Cengage MindTap use is required for this course. Once you have the new MindTap Access Code you will be able to register for MindTap and login to our course using the following Student Registration URL: Cengage MindTap website for this course (Opens in a new window).

NOTE: Do not buy a USED TEXTBOOK. It may include an INVALID (USED) MindTap access code.

Location of Course Materials:
eCourseware: All course content files and quizzes can be found in eCourseware by logging into this course at eCourseware website (opens in new window).

MindTap: Chapter Quizzes in MindTap (Chapters 1-14) are assignment requirements for this course. Highest 12 of 14 quizzes count for grade. Log in to the MindTap site for this course at Cengage MindTap website for this course (Opens in a new window).

Course Objectives:
By successfully completing this course, students will 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 Your Degree**

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.

**FCBE Academic Internship Credit:** In FCBE, all majors offer an academic internship course option as a substitution for a required elective in a student’s major. To apply for academic credit, students must obtain an internship highly related to their major, register prior to the start of their internship and have their internship approved by departmental internship faculty. To review the requirements for applying for academic credit, visit [http://www.memphis.edu/professional/internships/academic_credit.php](http://www.memphis.edu/professional/internships/academic_credit.php). Students should allow approximately two weeks for the review and processing of an academic internship application through the Fogelman Internship Network.

**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 to gain a deeper understanding of the material and participate in classroom discussions. This is a hybrid course consisting of two class meetings each week plus assignments outside of class to compensate for the reduced class time. Course material reinforcement will be in the form of regular MindTap quizzes, eCourseware quizzes, and Dropbox assignments commenting on speakers, videos, readings, and chapter cases. The final grade will incorporate quiz grades, class participation, attendance, and Dropbox assignments.
Professor's Expectations of Students:

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 MindTap assignments.

Student's Expectations of the Professor:

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

Over the semester, you will have a variety of opportunities to earn points towards your final (overall) letter grade in this course. This section of the syllabus describes the assessed work you will be doing and how overall (final) letter grades will be computed. Grades are rounded up or down to the nearest whole number.

Final Course Grades

Final course grades are earned according to the following table:

<table>
<thead>
<tr>
<th>Percent Range</th>
<th>Letter Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>90-100 Percent</td>
<td>A</td>
</tr>
<tr>
<td>80-89 Percent</td>
<td>B</td>
</tr>
<tr>
<td>70-79 Percent</td>
<td>C</td>
</tr>
<tr>
<td>60-69 Percent</td>
<td>D</td>
</tr>
<tr>
<td>Under 60 Percent</td>
<td>F</td>
</tr>
</tbody>
</table>

Points and their corresponding percent grades are shown in the following table:

<table>
<thead>
<tr>
<th>Point Range</th>
<th>Percent Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>895-1000 Points</td>
<td>90-100 Percent</td>
</tr>
<tr>
<td>795-894 Points</td>
<td>80-89 Percent</td>
</tr>
<tr>
<td>695-794 Points</td>
<td>70-79 Percent</td>
</tr>
<tr>
<td>595-694 Points</td>
<td>60-69 Percent</td>
</tr>
<tr>
<td>Under 595 Points</td>
<td>Below 60 Percent</td>
</tr>
</tbody>
</table>

Your overall grade for the semester is based on how well you perform on a mixture of formal activities. A detailed description of each of the assessed activities can be found after the scoring summary table below.
Summary of Graded 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.

Points earned on the assessed activities will be distributed as follows:

<table>
<thead>
<tr>
<th>Deliverable</th>
<th>Total Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class Attendance/Participation (25 class meetings @4 points each)</td>
<td>100</td>
</tr>
<tr>
<td>Dropbox Assignments <em>(highest 12 of 15 count @ 25 points each)</em></td>
<td>300</td>
</tr>
<tr>
<td>MindTap Quizzes <em>(highest 12 of 14 count @ 25 points each)</em></td>
<td>300</td>
</tr>
<tr>
<td>eCourseware Quizzes (3 @ 100 points each)</td>
<td>300</td>
</tr>
<tr>
<td>Optional eCourseware Final Quiz (replaces lowest eCourseware quiz grade)</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1000 pts</strong></td>
</tr>
</tbody>
</table>

List of Formal Assessed Activities

MindTap Quizzes

MindTap Graded Quiz Assignments will be completed and assessed within our Cengage course website at Cengage MindTap website for this course (Opens in a new window).

Note: Three attempts for each quiz are allowed. Each quiz consists of 20 multiple choice questions. The highest of the three attempts counts as the grade for the chapter. The lowest 2 grades of the 14 MindTap quizzes will be dropped.

Dropbox Assignments

Throughout the semester there will be weekly assignments posted in the eCourseware Dropbox section which will require weekly Dropbox submissions from each student responding to questions based on class speaker presentations, text videos, text cases, or readings. These assignments comprise the “hybrid” portion of your coursework. Prior to the end of the course, the 3 lowest grades of the 15 will be dropped.

Quizzes

Quizzes in eCourseware are timed and graded “as is” at the end of the time-frame; three (3) 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 1-5)
- **Quiz 2** (Chapters 6-9 & Personal Finance Appendix)
- **Quiz 3** (Chapters 10-14)

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

** NOTE: If a quiz is missed, then the Optional 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.

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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 two pages 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

The Optional Final eCourseware Quiz (described under List of Formal Assessed Activities) will be open to take during days after the last class.

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 and graded. 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 (10%).** The first two class meetings will not be graded for attendance. Failure to attend class will result in no attendance points for that day. Arriving late or leaving early will result in reduced attendance points for that day.

Adding / Dropping:

If you have questions about adding or dropping classes, please refer to this page on the Registrar’s website (opens in new window).

Academic Integrity:

The University of Memphis has clear codes regarding cheating and classroom misconduct. If interested, you may refer 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 (opens in new window). If you have any questions about academic integrity or plagiarism, you are strongly encouraged to review the Fogelman College's Website on Academic Integrity (opens in new window).

Participation:

To be successful in this course as a student, you must stay active and involved throughout the entire semester. Participation in classroom discussions and activities is an important part of the learning process. The grade for the course contains an attendance component. Students are encouraged to share their thoughts and experiences relative to the subject matter discussed in class.

Classroom:

All participants in the course should be considerate of the other course participants and treat them (as well as their opinions) with respect.

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 that inclement weather requires the cancellation of classes at The University of Memphis, local radio and television media will be immediately notified. Additionally, The University of Memphis has established an Inclement Weather Hotline at 678-0888 as well as LiveSafe, an emergency alert text messaging service to students, faculty and staff. This optional service is used in the event of an on-campus emergency, an unscheduled university closing, or a
delay or cancellation of classes due to, for instance, inclement weather. Additional information on LiveSafe can be found here [LiveSafe (opens in new window)].

**Syllabus Changes:**

The instructor reserves the right to make changes as necessary to this syllabus. If changes are necessitated during the term of the course, such changes in syllabus items will be announced in class and posted on eCourseware.

**Student Services**

Please access the [FCBE Student Services (opens in new window)] page for information about:

- Students with Disabilities
- Tutoring and other Academic Assistance
- Advising Services for Fogelman Students
- Technical Assistance
All assignments due by 11:59PM of due/close date (unless otherwise noted in eCourseware)

Week 1 – August 27 and 29
- Review syllabus, course schedule and eCourseware
- Review Academic Integrity Acknowledgment Discussion posting
- Chapters 1 & 2

Week 2 – Wednesday, September 5
- Chapter 2
- MindTap quizzes for Chapters 1 & 2 due Sunday, Sept. 16
- Dropbox assignment – Chapter 3 due Sunday, Sept. 16

Week 3 – September 10 and 12
- Chapters 3 and 4
- MindTap quizzes for Chapters 1, 2, 3 and 4 due Sunday, Sept. 16
- Dropbox assignment – Chapter 3 due Sunday, Sept. 16

Week 4 – September 17 and 19
- Speaker and Chapter 5
- MindTap quiz for Chapter 5 due Sunday, Sept. 23
- Dropbox assignment – Chapters 4 and 5 due Sunday, Sept. 23

Week 5 – September 24 and 26
- Chapter 6
- eCourseware Quiz 1 (Ch 1-5) opens Monday, Sept. 24 and closes Friday, Sept. 28
- Dropbox assignment – Chapter 6 due Sunday, Sept. 30

Week 6 - October 1 and 3
- Chapters 7 and 8
- MindTap quiz for Chapters 6, 7, and 8 due Sunday, Oct. 7
- Dropbox assignment – Chapter 7 due Sunday, Oct. 7

Week 7 – October 8 and 10
- Personal Finance Appendix and Chapter 9
- Dropbox assignment – Chapter 8 due Wednesday, Oct. 17

Fall Break – Saturday, October 13 through Tuesday, October 16

Week 8 – Wednesday, October 17
- Chapter 9
- MindTap quiz for Chapter 9 due Monday, Oct. 22
- Dropbox assignment – Personal Finance Appendix due Monday, Oct. 22
All assignments due by 11:59PM of due/close date (unless otherwise noted in eCourseware)

Week 9 – October 22 and 24
- Chapter 10
- MindTap quiz for Chapter 10 due Sunday, Oct. 28
- Dropbox assignment – Chapter 9 due Sunday, Oct. 28

Week 10 – October 29 and 31
- Chapter 11
- eCourseware Quiz 2 (Ch 6-9 & Pers. Finance Appdx.) opens Monday, Oct. 29 and closes Friday, Nov. 2
- MindTap quiz for Chapter 11 due Sunday, Nov. 4
- Dropbox assignment – Chapter 10 due Sunday, Nov. 4

Week 11 – November 5 and 7
- Chapter 12
- MindTap quiz for Chapter 12 due Sunday, Nov. 11
- Dropbox assignment – Chapter 11 due Sunday, Nov. 11

Week 12 – November 12 and 14
- Chapter 13
- MindTap quiz for Chapter 13 due Sunday, Nov. 18
- Dropbox assignment – Chapter 12 due Sunday, Nov. 18

Week 13 – Monday, November 19
- Chapter 14
- MindTap quiz for Chapter 14 due Tuesday, Nov. 27
- Dropbox assignment – Chapter 13 due Tuesday, Nov. 27

Week 14 – November 26 and 28
- Chapter 14 (continued)
- Week 14 Dropbox assignment – due Sunday, Dec. 2
- eCourseware Quiz 3 (Ch 10-14) opens Wednesday, Nov. 28 and closes Sunday, Dec. 2

Week 15 – December 3 and 5 (last week of class)
- Chapter 15 and Optional Final Quiz Review
- Optional Final Quiz opens Friday, Dec. 7 and closes on Tuesday, Dec. 11