

E-Management -MGMT 4210

Syllabus¹

Summer 2026 3W1
(May 11 - May 29, 2026)

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(add "MGMT4210" to the subject of your email)
Office hours: Online / Phone: Tuesdays 12 noon – 3 pm. Other times by appointment. To ensure my availability you should contact me at least 24 hours in advance. I will respond with the zoom link. Virtual meetings only.

Course Description and Objectives

The increasing scope of commercial activity that is conducted electronically affects all businesses, often in radical ways. The electronic commercial activity influences the nature of competition, the structure of the supply chain, the types of opportunities and threats facing firms, and the effectiveness of a firm's strengths and capabilities. Further, the changes arrive on the information superhighway, leaving little time for firms to adjust and prepare, rapidly changing the face of competitive arenas.

This course has three main objectives:

1. To highlight emerging issues associated with managing traditional business given the increase in electronic commerce activity.
2. To explore which, when, and how online business activity can support a business and lead to competitive advantage.
3. To re-view traditional management issues such as strategy, supply chain management, organizational functions, or leadership in light of digital economy.

Required Material

Textbook: Gallaugher, J. M. 2024, *Information Systems: A Manager's Guide to Harnessing Technology*, v10 edition, Flatworld knowledge. (The ONLY edition we go by.)

NOTE: The publisher may have newer editions coming out. Do NOT get those as we will stick with the v10 edition.

Access Code to a digital version of the book can be purchased from UNT bookstore as well as from the publisher, through the link below. Visit the publisher website to determine the book option you prefer.

Publisher course site: <https://students.flatworldknowledge.com/engage/courses/2617989>

Important:

1. The publisher website (link above) offers a variety of study aids, such as flashcards or practice quizzes for each chapter. The Access Code to get to this material. Therefore, it is **not recommended to purchase a book at a place that does not provide an Access Code** – there may not be remedies for you to get one.
2. If you are considering a print version (as compared to an e-version), check with the publisher how long it will take for them to print a copy and for you to get it!

¹ Instructor reserves the right to make changes to the syllabus/schedule, as needed.

Additional material (videos, lecture notes, or links to articles, etc.) is available through relevant modules on Canvas.

Communication

- 1) Announcements : All official announcements and bulletins are posted on the Canvas course website and students are responsible for knowing the information posted there. *Canvas Announcements* should be checked by students daily during Maymester. Email your instructor with any questions.
- 2) E-mail communication
 - a) **Contact** me at anat.barnir@unt.edu. Type a relevant subject to your email and add "MGMT4210" to the email subject. I strive to respond to all emails no later than by the end of the following business day. If you do not get a response in that period, your email may have been misdirected, so please re-send it.
 - b) **Sign your email**. If you use a name that is different from that under which you are registered in the course, also include your registration name. If your email pertains to personal or sensitive information (such as grades), please include your student ID below your signature.
 - c) **Default email for receiving course communication**. All e-mails from me to the class are sent to your EagleConnect / myUNT address. If you do not check or use this account, make sure to log in and change the settings so that all messages from this account are forwarded to your preferred e-mail. For instructions and assistance, visit: <https://eagleconnect.unt.edu/>.
 - d) **Address/professionalism**: Please maintain professionalism in writing and address. When addressing me, use Dr./Prof. Barnir (rather than Ms./Mrs./Mr. or "Hi Teach," etc.)
- 3) Broadcast emails.

Broadcast emails (emails sent from a student on which the entire class or a large group of students is copied) are NOT allowed, without prior permission.

Course Structure and Organization

- 1) This is a 100% online class. There are no required synchronous virtual meetings.
- 2) Occasionally virtual live class meetings may be held. Those meetings, which will be held via Zoom, are not mandatory and will be recorded for students who cannot attend. *Zoom Meeting Etiquette*: Please review the guidelines for setting your zoom profile and general behavior, environmental setting, etc. The guidelines are available on the course website.
 - A Zoom meeting to review the syllabus and the course will be held **on Tuesday 5/12, 8:00 pm**. The meeting is optional and will be recorded. See information on the course website.
- 3) **Content presentation**: In Maymester, the course modules are organized into three Module Sets, which are available for a limited time. Each Module Set is associated with several study units (modules), readings, videos, assignments, and concludes with an Exam. Make sure to **review the course schedule (p. 8), which specifies Module Sets availability periods** and due dates as exams and assignments can be submitted during specific times only.
- 4) **All course activities are conducted only through Canvas**. If you are not familiar with Canvas, please review the **Help?** Link on the navigation bar and the tutorials offered.
- 5) Assignment and exam grades are typically released within 2-3 days of the end of the availability period. An announcement is made when grades are posted. All inquiries regarding a grade must be done consistent with the Sunset rule (p. 5).

Technology & Skill Requirements

Minimum technology requirements for this course are:

- Computer
- Reliable internet connectivity and access. Note that Broadband connection (DSL, Cable, T-1 or better) is required for exams (NO wireless). Dialup and wireless connections have proved to be unreliable and should not be used to take exams.
- Software: Microsoft office suite (Word, PowerPoint, Excel), Adobe - acrobat
- Webcam (or a technology that allows for on-camera participation)
- [Canvas Technical Requirements \(https://clear.unt.edu/supported-technologies/Canvas/requirements\)](https://clear.unt.edu/supported-technologies/Canvas/requirements)

Minimum required skills/capabilities

- Knowledge of basic computer skills, and use of Microsoft Word, Adobe-pdf, PowerPoint, Excel.
- knowledge of CANVAS functionalities

Technical Assistance

Part of working in the online environment involves dealing with the inconveniences and frustration that can arise when technology breaks down or does not perform as expected. The [Student Help Desk](#) is available for you to contact for help with Canvas or other technology issues.

UIT Help Desk: (<http://www.unt.edu/helpdesk/index.htm>)

Email: helpdesk@unt.edu **Phone:** 940-565-2324 **In Person:** Sage Hall, Room 130

Walk-In Availability: 8am-9pm

Telephone Availability:

- Sunday: noon-midnight
- Monday-Thursday: 8am-midnight
- Friday: 8am-8pm
- Saturday: 9am-5pm

Laptop Checkout: 8am-7pm

For additional support, visit [Canvas Technical Help](#)

Troubleshooting during exams:

- If you encounter technical issues while taking a quiz/exam, call the [Help Desk \(940-565-2324\)](#). Feel free to email me **after** you talk to them, and in your email **provide a phone number** where I can reach you (if I am available at the time of the incident, I will call you.)
- Make note of any scheduled maintenance time during which the system is not available. It is not recommended to engage in any course activity within 15 minutes of that period.

Writing Assistance

Students whose native language is not English and / or who feel they may need help with writing good graduate level assignments are encouraged to visit the [UNT Writing Center](#) and look into the resources provided. It is the student's responsibility to submit assignments that are well-written, using correct English, and which are clear to understand. Please contact the instructor with questions or concerns.

Course Schedule

See *page 9 of the syllabus*.

Students who wish to move faster than the scheduled pace may do so by reading ahead. However, all work that is to be turned in (e.g., [assignments](#), [quizzes](#)) will be released to the entire class, uniformly, [per schedule](#).

Requirements and Grading Policies

Grade component	Points
Course quiz	30
Exam 1 (Modules 1-4)	125
Exam 2 (Modules 5a-7)	125
Exam 3 (Modules 8-10)	125
TYKA (5 @ 30 points)	150
Total:	555 points

Grades will be weighted on a straight scale out of 510, as follows:

A: 499-555 pts **B:** 444-498 pts **C:** 388-443 pts **D:** 333-387 pts **F:** Less than 333 pts

Course quiz (30 points)

To ensure that students read and pay attention to the course requirements and develop skills necessary for being a successful online learner, you will complete a short quiz. The quiz covers the content of the syllabus, as well as the material covered on the course website under the *GUIDES & GUIDELINES* module. Pay special attention to the item *Quality in eLearning* – specifically the sections on *Plagiarism, paraphrasing, and referencing*. Prior to taking the quiz you should have thoroughly reviewed the syllabus, browsed through the course website, and reviewed the different guides posted there. You may take this quiz twice (2 attempts) with the higher score counting.

- Availability period: **5/11/26 8 am to Thursday 5/14/26, 11:59 pm**

Exams (3 @ 125 points each)

Three exams are required. The three exams (Exam 1, Exam 2, Exam 3) cover designated modules, per course schedule. A final – optional – exam is comprehensive.

- The first three exams are mandatory: An exam not taken grants 0 points. Students may skip the final exam if they are satisfied with the grades on the first three exams. Students who take the final in addition to the first three exams will have 4 exam grades and the highest 3 grades will count.
- **Missing a required exam:** Each exam is available for 29 hours and you must find the time during the availability period to take it. Given the generous availability period, short of a multi-hour true emergency (e.g., medical crisis), there should not be any reason to miss a required exam. **Students are encouraged NOT to wait until the last hours to take an exam.**
 - If you have a **legitimate** reason (*excused* absence) as stated in the syllabus (p. 6) for missing a required exam, email your instructor as soon as possible WITH DOCUMENTATION to discuss a make-up.
 - If you miss an exam for a reason **not deemed "excused"** (e.g., forgot, got times confused, planned on taking it at the last hours and computer crashed, etc.) then you cannot make up for the exam. In such case, **you will be able to take the final for up to 70% of the maximum points possible.**

Exam availability times (Students submit the exam anytime during the availability period).

- Exam 1: Fri., 5/15, 7 pm – Sat., May 16
- Exam 2: Thurs., May 21, 7 pm – Fri., May 22
- Exam 3: Wed., May 27, 7 pm – Thurs., May 28
- Final (optional, comprehensive, **7-hour availability**): Friday, May 29, **9:30 am –4:30 pm**

See Additional guidelines and information on the course website.

(Test Your Knowledge Assignments (TYKAs) (5 @ 30 points each)

TYKAs entail responding to a set of questions from the material. TYKAs may involve in depth readings and analyses of the weekly chapter as well as reading additional articles or viewing videos and applying the content. TYKAs are designated by the module with which they are associated (e.g., TYKA-M2 (=TYKA Module 2)) and must be submitted during the week the module is scheduled. Five (5) TYKAs are required (8 are available). TYKAs can only be submitted by their due date as indicated in the syllabus, and **there are no provisions for missed TYKAs**: If you cannot meet the due date, please submit another assignment from those available. See additional information and grading guidelines in Canvas. Students may submit one additional TYKA in which case the highest 5 will count.

Note:

- TYKAs are open book assignments that are available for an entire week, hence the quality of the work will largely depend on the effort and time you invest. Spending time reading the material and formulating an answer will typically result in high marks while waiting until the last hours and jotting something just to submit will be reflected in the grade.
- TYKAs are individual assignments and must be original and written by the student submitting the assignment. The assignments are submitted through Canvas (only) and will be subject to **originality analysis**. Evidence of excessive similarity to other work or that parts of the work were not written by the student (e.g., copied from a source or prepared by AI) the assignment will receive a grade of zero.

Statement on the use of Artificial Intelligence:

- a. An assignment written by an AI does not meet the requirements for the TYKA as it is **not considered to have been originally written by the student**.
- b. TYKAs are graded based on your ability to demonstrate YOUR understanding of the course material and ability to apply it. AI programs do not sit in virtual classes, take quizzes, or read your textbook, and while they may provide a summary, they do not think and integrate for you.
- c. An assignment suspected of having been written by AI will be flagged and subject to point deduction. Subsequent assignments by the student will be subject to extra scrutiny and grade penalties.

Course Policies & Procedures

I. **Times & dates**

Times noted in this syllabus reflect **U.S. Central times**. Also note that all dates are written according to U.S. conventional format (month / day): 5/6 = May 6th ; 6/5 = June 5th

II. **Sundown Rule**

During Maymester, students have three (3) **business days** from the time a grade is posted to inquire about it. The purpose is to resolve any question as soon as grades are posted, rather than wait until the end of the semester. Exams are not returned, and students wanting to go over them should make an appointment (online or phone). Exam appointments are not scheduled during an exam's availability period.

III. **Attendance policy**

- This is a **100% online** class with no required synchronous meetings.
- Students should log in and read announcements and emails daily.

IV. **Missed deadlines & late work policy**

- a. **Missed deadlines due to *excused* absence:** *Legitimate, verifiable, and documented* excuses (e.g., medical emergencies, natural disasters) may grant accommodation but will be dealt with on a **case-by-case basis**. If you believe that you deserve special consideration for a particular event, contact me via email prior to the scheduled event if possible, or as soon as possible after the missed event, along with **supporting documents**.
- b. **Missed deadlines due to *unexcused* absence:** Assignments are available for multiple days and, with proper planning, there should not be a reason to miss a deadline. In the event of a missed deadline, students may petition to submit an assignment late. If approved, **late assignments** will be graded as follows: Assignment late by 2 hours – 25% point deduction; Assignment late by more than 2 hours but less than 24 hours – 50% point deduction; Assignment late by more than 24 hours from due date – accepted only under special circumstances, point deduction TBD.

V. **Plagiarism, original / independent work, and TurnItIn policies**

- a. **Originality** of student work. Unless stated differently, **all coursework is individual**. This means that **assignments are to be created by the student submitting the work and should reflect the original and independent work of the student**. When sources are used, they should be properly cited and referenced. Submitting work not originally and independently created by the student is considered cheating, as is the use of unauthorized assistance when taking exams / quizzes.
- b. **Originality of student work also applies** to the use of websites / software to prepare students assignments (**including Artificial Intelligence – AI – software**). Use of AI means the work is not created by the student and is prohibited.
- c. Any work submitted in the course **may be checked electronically** for similarities to already published work or for the possibility of having been generated by entities other than the student, to prevent plagiarism and to ensure independent and original work of students. The instructor reserves the right to decide which assignments will be checked and will usually apply a randomized process. **Plagiarism** will not be tolerated and will be considered as a breach of UNT academic Integrity Policy.
- d. Evidence of non-originality (such as high similarity scores) may be interpreted to indicate unapproved collaboration or use of unapproved resources and may result in grade penalty.
- e. **Consequences**. An assignment deemed plagiarized, not originally created by the student, or that is associated with any violation of academic integrity, will **incur a grade of zero AND one letter grade drop in the final course grade**. Additionally, all violations may be referred to review by the University offices and subject to additional sanctions by the university (see *Academic Integrity* below).

VI. **Canvas Learning System grades**

Grades posted in Canvas Learning System are **unofficial**. The instructor will keep official grades (in spreadsheet form) in a secure location. This is to protect against hacking of the Canvas Learning System and destruction of grade reports. Official grades and Canvas

Learning System grades should match. Please check your grades regularly and contact your instructor to discuss discrepancies.

VII. Acceptable student behavior

Student behavior that interferes with the instructor's ability to conduct the course or with other students' ability to learn is disruptive and unacceptable. If a student's behavior is deemed disruptive, the student will be warned and instructed to cease the disruptive behavior. If this does not happen, the student may be removed from activities and/or referred to the Dean of Students for consideration whether the behavior constitutes violation of the Code of Student Conduct.

VIII. Syllabus change policy

While there is no plan to change the syllabus, circumstances may arise that require changes to be made. In such instances, students will be notified.

IX. Dropping the course

If you decide to drop the course, do so within UNT set deadlines, which are available through the Registrar's website (<http://registrar.unt.edu/registration/spring-registration-guide>). Students are not automatically dropped for non-participation. Emailing me to have you dropped from the course will not get you dropped (in which case you remain on the roster and will be assigned a grade).

Intellectual property

Copyright and Intellectual Property Statement

State common law and federal copyright law **protect all material** appearing on this website and material distributed and presented for this course. The word *material* includes (but is not limited to) all content and any document, slides, presentation, notes/text, exam, lecture, or recording. Whereas a student is authorized to take notes in class and to make a copy or print course material, the authorization extends to students in this course only, and only to making one set for the student's own personal use and no other use. You are **not authorized** to record or make copies of the material, lectures/notes/slides, to disseminate and/or provide your notes or course material to anyone else, or to make any commercial use of course material without expressed prior written permission from course instructor. Exams and exam questions are also copyrighted material and disseminating them in physical, digital, or any manner is strictly prohibited. Failing to follow this policy is a violation of the UNT Code of Student Conduct and could lead to disciplinary action.

Class Recordings & Student Likenesses

Synchronous (live) sessions in this course may be recorded for students enrolled in this class section to refer to throughout the semester. Class recordings are the intellectual property of the university or instructor and are reserved for use only by students in this class and only for educational purposes. Students may not post or otherwise share the recordings outside the class, or outside the Canvas Learning Management System, in any form. Failing to follow this restriction is a violation of the UNT Code of Student Conduct and could lead to disciplinary action.

ADA Compliance

UNT makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide a student with an accommodation letter to be delivered to faculty to begin a private discussion regarding one's specific course needs. Students may request accommodation at any time; however, ODA notices of accommodation should be provided as early as possible in the semester to avoid delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. For additional information see the [ODA website \(https://disability.unt.edu/\)](https://disability.unt.edu/). It is the student's responsibility to ensure that an ODA letter of needed accommodation has been received by your instructor no less than 3 working days prior to the time the accommodation is needed.

Academic Integrity

According to UNT Policy 06.003, Student Academic Integrity, academic dishonesty occurs

when students engage in behaviors including, but not limited to cheating, fabrication, facilitating academic dishonesty, forgery, plagiarism, and sabotage. A finding of academic dishonesty may result in a range of academic penalties or sanctions ranging from admonition to expulsion from the University. Academic integrity policies are designed to protect the honest student from unfair competition with unscrupulous individuals who might attempt to gain an advantage through cheating. If you engage in academic dishonesty related to this class, you will receive a failing grade on the test or assignment, and a failing grade in the course. In addition, your case will be referred to the appropriate authority for review. Scholastic dishonesty includes, but is not limited to, a) use of unauthorized assistance in taking tests, exams, or any assignment not designated as a group project; b) acquisition, without permission, of tests or academic material belonging to faculty or university staff; c) plagiarism, including copying from any published / non-published work without proper citation (including material published online). For detailed information about UNT policy please see the [UNT Policy on Student Academic Integrity](https://policy.unt.edu/sites/default/files/06.003%20Student%20Academic%20Integrity_0.pdf) (https://policy.unt.edu/sites/default/files/06.003%20Student%20Academic%20Integrity_0.pdf).

Transmission and recording of student images in electronically delivered courses

This course employs lecture capture technology to record class sessions. Students may occasionally appear on video. Those recordings will be available to all students for study purposes.

Important Notice for F-1 Students Taking Distance Education Courses

Students who are on F-1 visa should carefully review the Notice posted on the course website to ensure compliance with immigration requirements when taking this 100% online course. Non-compliance has serious immigration consequences and a student who is unsure about whether this course is consistent with immigration requirements he/she is subject to should contact the UNT International Student and Scholar Services Office immediately (telephone 940-565-2195 or email internationaladvising@unt.edu) to get clarification.

UNT policies and resources

Please refer to the UNT policies section on the course website for additional important university policies and links to academic and wellness resources.

MGMT 4210 - Course Schedule¹

Week	Exam & quiz Availability period / TYKA availability period (submit any 6)	Modules (Module number may not be the same as chapter number)
1		<p>Module 1: Setting the Stage Read & view: Text, Ch. 1, Module vids</p> <p>Module 2: The Manager's guide to Internet & Tech Read & View: Text, Ch. 20, Module vids, TYKA-M2</p> <p>Module 3a: Strategy, technology, & business success Read & view: Text, Ch. 3, Module vids, TYKA-M3a</p> <p>Module 4: Moore's Law & more Read & view: Text, Ch. 6, Module vids, TYKA-M4</p>
	Tuesday, 5/12, 8:00 pm	Zoom meeting
	Mon., 5/11 8 am – Thurs., 5/14	Course quiz
	Mon., 5/11 – Sat., 5/16	TYKAs Modules 1-4
	Fri., 5/15 7 pm – Sat. 5/16	Exam 1 - Modules 1 – 4
2		<p>Module 5a: Disruptive technologies Read & view: Text, Ch. 7, Module vids, TYKA-M5a</p> <p>Module 5b: Amazon Read & view: Text, Ch. 8, Module vids,</p> <p>Module 6: Platforms, Network effects markets, & more Read & view: Text, Ch. 10, Module vids, TYKA-M6</p> <p>Module 7: The Sharing Economy Read & view: Text, Ch. 12, Module vids, TYKA-M7</p>
	Sun., 5/17 – Fri., 5/22	TYKAs Modules 5 a - 7
	Thurs., 5/21 7 pm – Fri., 5/22	Exam 2 - Modules 5a-7
3		<p>Module 8: Artificial Intelligence Read & view: Text, Ch. 18, Module vids, TYKA-M8</p> <p>Module 9: Software in flux Read & view: Text, Ch. 16, Module vids TYKA-M9</p> <p>Module 10: Information security issues Read & view: Text, Ch. 21, Module vids</p>
	Sat. 5/23 – Thurs. 5/28	TYKAs Modules 8-10
	Wed. 5/27 7 pm –Thurs 5/28	Exam 3 - Modules 8-10
	Fri., 5/29 9:30 am – 4:30 pm	Final exam (Optional, comprehensive (Modules 1-10))

¹Subject to revision, if needed.

Summer 2026 (3W1 – Maymester): May 11 – May 29, 2026

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	11 Beginning of semester Course quiz Available	12 Zoom meeting 8:00 pm – 8:45 pm	13	14 Course quiz due	15 Exam 1 available	16 TYKAs Mod. 1-4 Due Exam 1 due
17	18	19	20	21 Exam 2 available	22 TYKAs Mod. 5a-7 Due Exam 2 due	23
24	25	26	27 Exam 3 available	28 TYKAs Mod. 8-10 Due Exam 3 due	29 Final (Optional) 9:30 AM–4:30 PM End of semester	

