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 the 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


Access Code to a digital version of the book is available from UNT bookstore (as well as from the publisher, through the link below). Visit the publisher website to determine the book option you prefer (online only, downloadable, print, etc.)

Publisher course site: https://students.flatworldknowledge.com/course/2603987

(*Take extra care if purchasing a print version, as printing of the book may take 10-14 days, at which point this short Maymester will be over.)

Important:
- 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.
- Take extra care if purchasing a print version, as printing of the book may take 10-14 days, at which point this short Maymester will be over.

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1 Instructor reserves the right to make changes to the syllabus/schedule, as needed.
**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 email no later than by the end of the following business day. If you do not get a response in that time frame, 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/](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 “Hey Yo,” “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 5/16, 5:30 pm. The meeting is optional and will be recorded. See information on course website.
3) **Content presentation**: In Maymester, the course modules are organized into three Module Sets, which are available for a set 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 questions 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 timeframe.

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 8 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

<table>
<thead>
<tr>
<th>Grade component</th>
<th>Points</th>
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<tbody>
<tr>
<td>Course quiz</td>
<td>30</td>
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<tr>
<td>Exam 1 (Modules 1-4)</td>
<td>175</td>
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<tr>
<td>Exam 2 (Modules 5-8)</td>
<td>175</td>
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<tr>
<td>Exam 3 (Modules 9-12)</td>
<td>175</td>
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<tr>
<td>SQAs (6 @ 32 points)</td>
<td>192</td>
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<tr>
<td><strong>Total:</strong></td>
<td><strong>747 points</strong></td>
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</table>

Grades will be weighted on a straight scale out of 747, as follows:

**A:** 672-747 pts  **B:** 597-671 pts  **C:** 523-596 pts  **D:** 448-522 pts  **F:** Less than 448 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.
  o Availability period: 5/15/23 8 am to Thursday 5/18/23, 11:59 pm

Exams
Three exams are required. The three exams (Exam 1, Exam 2, Exam 3) cover all the material and are not cumulative. A final – optional – exam is comprehensive.

➢ The first three exams are mandatory: not taking an exam grants 0 points. The final exam can be opted out of if you are satisfied with the grades on the first three exams. If you take the final in addition to the first three exams, the highest 3 grades will count.
➢ A student who had missed one of the first exams for a reason considered “excused absence” should contact the instructor with documentation as soon as possible to discuss his/her options. The instructor will determine if makeup is possible or refer the student to the Dean of Students.
➢ If a student missed one of the first three exams for a reason that is not considered “excused,,” the student’s grade is a zero. This student is encouraged to take the final, in which case the lowest of the 4 exam grades (i.e., the zero) will be dropped.

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

▪ Exam 1: Fri., 5/19, 7 pm – Sat., May 20
▪ Exam 2: Thurs., May 25, 7 pm – Fri., May 26
▪ Exam 3: Wed., May 31, 7 pm – Thurs., June 1
▪ Final (optional, comprehensive, 7-hour availability): Friday, June 2, 8:30 am – 3:30 pm

See Additional guidelines and information on the course website.

Study Question Assignments (SQAs) (6 @ 32 points each)
An SQA entails answering a set of questions about key issues in the chapter. Answers are submitted through CANVAS assignment tool. SQAs are designed to balance exam grades, providing a different performance evaluation opportunity for students.

SQAs should demonstrate that you have read and understood the material, and that you can explain the answer in your own words. (The course section Quality in eLearning has a section on paraphrasing and provides strategies and tips for good paraphrasing!) Personal experiences or examples are welcome but should not be the focus of the answer. Do NOT copy from the book (or any other source) and you should not use a direct quote as the answer. Rather, use the material from the book to create an original response in your own words. See Submission & Originality under Notes below.

Grading: as an open book, multi-day available assignment, 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 grant high marks. Waiting until the last hours and jotting something just to submit, will be reflected in the grade. Grading rubric is posted online.

Notes:
1. Availability: SQAs are available and can be submitted ONLY during the period indicated in the course schedule.
2. **Required**: Six SQAs are required. There are more than 6 available and you should choose the ones you are comfortable answering and can dedicate time to. Students may submit **ONE** extra SQA. If an extra SQA is submitted, the highest 6 grades will count.

3. **Grading time**: SQAs are graded within 2-3 days **AFTER** the end of availability period.

4. **Submission and originality**. All SQAs are submitted through Canvas (ONLY). Submissions will be subject to similarity analysis through TurnItIn. Please follow the guidelines posted on canvas. If it is determined that there is excessive similarity to other work or that sections have been copied, you will automatically get a grade of zero that is not recoverable (cannot be dropped).

5. **No Makeups**: SQA's are available for multiple days, and there are no provisions for missed / late SQAs. Please plan and submit by the deadline to get credit.

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**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. **Sunset 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 of 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 on changing 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](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 express prior written permission from me. 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/). 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).

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.
# Course Schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Exam &amp; quiz Availability period / SQA availability period (submit any 6 SQAs)</th>
<th>Modules (Module number may not be the same as the chapter number)</th>
</tr>
</thead>
</table>
| 1    | **Module 1: Setting the Stage**  
Read & view: Text, Ch. 1, Module vids  
**Module 2: The Manager’s guide to Internet & Tech**  
Read & View: Text, Ch. 18, Module vids, **SQA 1**  
**Module 3: Strategy, technology, & business success**  
Read & view: Text, Ch. 2, Module vids, **SQA 2**  
**Module 4: Moore’s Law & more**  
Read & view: Text, Ch. 6, Module vids, **SQA 3**  
**Tuesday, 5/16, 5:30 pm**  
**Mon., 5/15 8 am – Thurs., 5/18**  
**Mon., 5/15 – Sat., 5/20**  
**Fri., 5/19 7 pm – Sat. 5/20**  
**Zoom meeting (Optional)**  
**Course quiz**  
| Mon., 5/15 – Sat., 5/20 | SQA: Modules 1-4  
Fri., 5/19 7 pm – Sat. 5/20 | Exam 1 - Modules 1 – 4  

| 2    | **Module 5: Disruptive technologies**  
Read & view: Text, Ch. 7, Module vids, **SQA 4**  
**Module 6: Amazon**  
Read & view: Text, Ch. 8, Module vids, **SQA 5**  
**Module 7: Platforms, Network effects, & more**  
Read & view: Text, Ch. 9, Module vids, **SQA 6**  
**Module 8: Social media, peer production, & more**  
Read & view: Text, Ch. 10, Module vids, **SQA 7**  
**Sun., 5/21 - Fri., 5/26**  
**Thurs., 5/25 7 pm – Fri., 5/26**  
| | SQAs Modules 5 - 8  
| | Exam 2 - Modules 5-8  

| 3    | **Module 9: Software in flux**  
Read & view: Text, Ch. 15, Module vids  
**Module 10: Data & competitive advantage**  
Read & view: Text, Ch. 16, Module vids **SQA 8**  
**Module 11: Information security**  
Read & view: Text, Ch. 19, Module vids, **SQA 9**  
**Module 12: Google in three parts**  
Read & view: Text, Ch. 20, Module vids  
| **Sat. 5/27 – Thurs. 6/1**  
| **Wed. 5/31 7 pm – Thurs 6/1**  
| **Fri., 6/2 8:30 am – 3:30 pm**  
| SQAs Modules 9-12  
| Exam 3 - Modules 9-12  
| Final exam (Optional, comprehensive)  

¹Subject to revision, if needed.
### Summer 2023 (3W1 – Maymester): May 15 – June 2, 2023

<table>
<thead>
<tr>
<th>Sunday</th>
<th>Monday</th>
<th>Tuesday</th>
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<tr>
<td><em>Beginning of semester</em>&lt;br&gt;<em>Course quiz Available</em>&lt;br&gt;Zoom meeting 5:30 – 6:15 pm</td>
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<td><em>Course quiz due</em></td>
<td><em>Exam 1 available</em>&lt;br&gt;SQA Mod. 1-4 Due&lt;br&gt;Exam 1 due</td>
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<td><em>Exam 2 available</em>&lt;br&gt;SQA Mod. 5-8 Due&lt;br&gt;Exam 2 due</td>
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<td><em>Exam 3 available</em>&lt;br&gt;SQAs Mod. 9-12 Due&lt;br&gt;Exam 3 due</td>
<td><em>Final (Optional)</em> 8:30 AM–3:30 PM&lt;br&gt;End of semester</td>
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