

E-Management -MGMT 4210 (sections 001, 026)

Syllabus¹

Summer 2021 3W1

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Virtual office hours:
Mondays 8:30 am–11:30. Other times – by appointment. To arrange a conference, email me to anat.barnir@unt.edu (NOT Canvas) with request for conference and I will send you a link to a private Zoom meeting room.

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

Textbook: Gallaugher, J. M. 2018, *Information Systems: A Manager's Guide to Harnessing Technology*, v7.0 Flatworld knowledge.** (The ONLY edition we go by.)

Access Code to an electronic version of the book is available from UNT bookstore (as well as from the publisher, through the link below). The publisher website allows to upgrade the access code, depending on the format you prefer (online only, downloadable, print, etc.).

To access the book, you will need to enter the access code in the publisher course site:

<https://students.flatworldknowledge.com/course/2589013>.

Regardless of where you purchase the book Access Code, make sure to routinely visit publisher website as it offers **access to a variety of study tools such as practice quizzes and flashcards.**

It is NOT recommended to purchase the book at a place that does not provide you with an Access Code as there may not be any remedies for you to get one.

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

Course Organization

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 for Module Sets availability periods and due dates as exams and assignments can be submitted during specific times only (see p. 8).

Assignment and exam grades are typically released within days of the end of availability period. An announcement is made when grades are posted. It is important to stay on top of the grading, track your progress, and bring up any questions you have within a reasonable time (see Sundown rule, p. 5).

Communication

1) Announcements

This is the primary means by which I communicate important information to the entire class. Make a habit of checking this link ~~no less than~~ at least once every 48 hours. Make sure to read all messages from me promptly and e-mail me with any questions or concerns.

2) E-mail communication

- a) **Contact** me at anat.barnir@unt.edu. Include "MGMT4210" in the email subject.
- 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.
- c) If your email pertains to personal or sensitive information (such as grades), please include your student ID below your signature.
- d) **Email response time**: Emails received before 5 pm on a business day will be answered no later than the end of the next business day. Emails received after 5 pm or not on a regular business day will be answered within 2 business days. If you do not get a response in that time frame, your email may have been directed to the Junk folder, so please resend.
- e) **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/>.
- f) **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.

4) Zoom meetings / office hours

- There are no required Zoom meetings.
- Meetings will typically be in the form of "office hours" or optional sessions. If information relevant to the entire class comes up during a Zoom meeting it will be disseminated to the class.
- If you have questions about the material, I will be happy to go over it during a

meeting. However, I ask that you email me no later than 8 pm the evening before the meeting with your question/request. Questions should be specific, for example, to explain a particular section or argument made in specific paragraph/page, rather than requests such as "go over chapter x....")

- **Zoom Meeting Etiquette:**

- a) Zoom meetings are held to the same standard as onsite class meetings. This means proper dress code (no more or less that you would if you came to campus for a face-to-face classroom) and not engaging in behaviors you will not engage in when attending on-campus class (cooking, lying in bed, etc.)
- b) Only registered students are allowed in a Zoom meeting. Make sure to adjust your Zoom profile to reflect your name as registered in the class (the default is often your EUID, so please change it to your full name). Prior to any meeting, students will be directed to a "waiting room" and only registered students will be allowed in. If I cannot match your name with my class list, you will not be allowed in, or will be removed from the session.
- c) I encourage students to activate their cameras so we can see each other. This helps quite a bit with removing the anonymity of online class.
- d) Remember that when we see you, we also see your surroundings: please exercise good judgment and check your surroundings prior to activating your camera to remove personal or inappropriate items so they are not visible to the people you meet with.

ADA Compliance

The College of Business complies with the Americans with Disabilities Act in making reasonable accommodation for qualified students with disability. If you have a disability and would like to request accommodation, you must obtain an accommodation letter from UNT Office of Disability Access (ODA). Any student that has obtained an accommodation should notify me AND ensure that I receive the ODA letter within the first week of the semester. Students may request an ODA accommodation anytime during the semester, but the ODA notification of a needed accommodation must be received by me no less than 3 working days prior to the time the accommodation is needed. For additional information, see the ODA website at <http://www.unt.edu/oda>, or contact them at 940-565-4323.

Academic Integrity

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 Standards of Academic Integrity available at [http://policy.unt.edu/sites/default/files/untpolicy/pdf/7-Student Affairs- Academic Integrity.pdf](http://policy.unt.edu/sites/default/files/untpolicy/pdf/7-Student%20Affairs-Academic%20Integrity.pdf)

Information related to academic integrity, including information on plagiarism and how to avoid it, is available on the course website.

Policies, Course Procedures, and Methods of Instruction

I. Online delivery & technology requirements

- a. The course is 100% online course and utilizes distance-learning methods. Although the methods provide flexibility, the course has a set schedule of weekly assignments and deadlines that must be met as well as scheduled times and defined availability windows for taking quizzes/tests/exams or submitting assignments.
- b. All course assignments are accepted ONLY through **CANVAS**. If you are not familiar with Canvas, browse through the guides and tutorial links, which are available through the **Help?** link appearing at the bottom of the navigation bar on the course home page.
- c. You MUST have reliable internet access to complete it successfully. You may access the course from any desktop, laptop, or a mobile device (iPad, tablet, smartphone). However, experience taught us that internet connectivity is less reliable from mobile devices. It is therefore **strongly recommended that grade-related activities such as exams or assignment submissions not be conducted from a mobile device.**
- d. The course requires knowledge of basic computer skills, and use of Microsoft Word, Adobe-pdf, and PowerPoint. Students should have access to a computer with reliable Internet connectivity to complete this course. All activities are conducted through CANVAS and students must be familiar with this platform.

II. Times & Dates

Times noted in this syllabus are **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

III. Due Time versus Availability time

All assignments and exams are **due by 9 pm** on the due date. However, the assignments / exams are **available until 11:59 of the day**. The distinction is important: there is no technical support after 9 pm, so while you may turn in assignments or exams after the due time until the end of the availability period, with no penalty, if you run into technical issues that prevent you from submitting by the end of the availability time, there will be no way to assist or solve the problem and the assignment will either be rejected or be considered late.

IV. Technical issues and help

- a. If you have questions or issues with technical aspects of the course, you should contact the Help Desk staff (<http://it.unt.edu/helpdesk>) by phone (940-565-2324), email (helpdesk@unt.edu), or in person (Sage Hall 330D). Help Desk advisors can often guide you while on the phone with you.
- b. Also, 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.
- c. **Troubleshooting during tests/exams:** if you run into technical issues while taking a test/exam, call the Help Desk immediately (have their phone number handy). **After you talk with the Help Desk**, email me to let me know you had an issue and if it was resolved. In your email, **provide a phone number** where I can reach you. I am not online 24/7, but if I am online and can help, I will call you.

V. Students who are F-1 Visa Holders

An important message regarding federal regulations for F-1 visa holders is posted on the course website (MODULES>>GUIDES & GUIDELINES>>POLICIES & MORE). If you are an F-1 student, make sure to read the message as it may have serious immigration

consequences.

VI. *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 till the end of the semester. Exams are not returned, and students wanting to go over them should make an appointment (onsite or phone). At least 48-hour notice is required to schedule an appointment.

Exam appointments are not scheduled during the day an exam becomes or is available.

VII. *Plagiarism and TurnItIn policies*

Course assignments / discussions / projects / or exam questions may be checked electronically at www.TurnItIn.com for similarities to already published work appearing in an extensive database, 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. An assignment deemed plagiarized will incur a grade of zero and additional steps may be applied (see **Academic Integrity** on page 3). See information on Plagiarism and how to avoid it, which is available on the course website (MODULES>>GUIDES & GUIDELINES>>).

VIII. *Missed deadlines due to excused absences*

Assignments / exams are due on/by the scheduled dates. **Legitimate, verifiable, and documented** excuses such as medical emergencies, natural disasters, or UNT computer problems that affect ALL students may grant accommodation but will be dealt with on a case-by-case basis. Work related issues, traffic, travel, travel related delays, vacations, personal conflicts, malfunction of personal computer, etc., typically do NOT constitute grounds for accommodation. 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 and provide supporting documents.

IX. *Exam availability period*

Availability period is that period during which you can take an Exam / Quiz and submit answers. Availability periods are set for 26 hours for the first three exams, and for **8 hours** for the Final. You must arrange to be available to start and finish the Exams during the posted availability periods. Canvas will lock you out of an exam either with the allotted time expired, or when the availability period ended, whichever comes first.

Take note:

- a) Canvas will lock you out of an exam at the end of the availability period even if you have not used up your entire allotted time.
- b) It is highly recommended to start exams early in the availability period, which increases the likelihood of successful resolution for technical issue that may occur. If you start your exam at the last hours and run into issues – you may miss the exam.

X. *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.

XI. *Course evaluations.*

Course evaluations are conducted for each organized course at UNT. At the end of the

semester you will be informed of the availability of the evaluation. Please take time to complete it.

XII. 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>). To drop the course, contact either the Management Department or the Registrar's office and follow their instructions. 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). Going through proper procedures is the only way to drop.

Performance Evaluation

Grade component	Points
Course quiz	16
Exam 1 (Modules 1-4)	264
Exam 2 (Modules 5-8)	264
Exam 3 (Modules 9-12)	264
SQAs (6 @ 32 points)	192
Total:	<u>1000 points</u>
Optional Final	0 or 264

Grades will be weighted on a straight scale out of 1000, as follows: **900-1000 points - A** (extraordinary, excellent); **800-899 points - B** (impressive, good); **700-799 points - C** (fair, acceptable); **600-699 points - D** (passing); **below 600 points - F** (failure).

Exams

Three exams are required. Three exams (Exam 1, Exam 2, Exam 3) are given that cover all the material and are not cumulative, plus a final exam that is comprehensive. The first three exams are mandatory: not taking an exam grants 0 points. The final exam can be opted out if students are satisfied with their grades on the first three exams. If a student takes the final in addition to the first three exams, then the student has 4 exam grades and the highest three 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.

****A student may take the final exam instead of the missed exam.****

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

- Exam 1 (26-hour availability): Thurs., May 13, 7 pm – Fri., May 14
- Exam 2 (26-hour availability): Wed., May 19, 7 pm – Thurs., May 20
- Exam 3 (26-hour availability): Tues., May 25, 7 pm – Wed., May 26
- Final (optional, comprehensive, **8-hour availability**): Thurs., May 27, 7:00 am – 3:00 pm

All exams are designed as closed books/notes. The time allotted per question is ~1

minute, which is more than the amount of time students use for similar questions in an in-class exam, **without** searching in the book. Students who seek answers in the book spend x2/x3 the time per questions, thus will run out of time.

Make sure to read the Appendix on the last page of the syllabus,

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**. 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. Due to class size, it is **NOT possible to submit extra SQAs** and have the lowest grade dropped.
3. **Grading time:** SQAs are graded within 2-3 days of end of availability period. For this reason, the last two SQAs WILL NOT be graded before the final exam. Students who wait to take the last SQAs should know that they will not have their total points in the course before the final.
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.
5. **No Makeups:** There are no provisions for missed / late SQAs.

Course quiz (16 points)

To ensure that students read and pay attention to the course requirements, you will complete a short 8-question quiz. The quiz covers the content of the syllabus, as well as the material covered on the course website under the section *GUIDES & GUIDELINES*. Prior to taking the quiz you should have thoroughly reviewed the syllabus, browsed through the course website, and reviewed the different guides posted there.

- Availability period: **5/10/21 8 am to Thursday 5/13/21, 11:59 pm**

Course Schedule

Week	Exam & quiz Availability period / SQA availability period (submit any 6 SQAs)	Modules (Module number may not be the same as the chapter number)
1		Module 1: Setting the Stage <u>Read & view:</u> Text, Ch. 1, Module vids Module 2: The Manager's guide to Internet & Tech <u>Read & View:</u> Text, Ch. 16, Module vids, SQA 1 Module 3: Strategy, technology, & business success <u>Read & view:</u> Text, Ch. 2, Module vids, SQA 2 Module 4: Moore's Law & more <u>Read & view:</u> Text, Ch. 5, Module vids, SQA 3
	Tuesday 5/11 4:00 – 4:45	Zoom meeting
	Mon., 5/10 8 am – Thurs., 5/13	Course quiz
	Mon., 5/10 – Fri., 5/14	SQAs Modules 1-4
	Thur., 5/13 7 pm – Fri. 5/14	Exam 1 - Modules 1 – 4
2		Module 5: Disruptive technologies <u>Read & view:</u> Text, Ch. 6, Module vids, SQA 4 Module 6: Amazon <u>Read & view:</u> Text, Ch. 7, Module vids, SQA 5 Module 7: Platforms, Network effects, & more <u>Read & view:</u> Text, Ch. 8, Module vids, SQA 6 Module 8: Social media, peer production, & more <u>Read & view:</u> Text, Ch. 9, Module vids, SQA 7
	Fri., 5/14 - Thurs., 5/20	SQAs Modules 5 - 8
	Wed., 5/19 7 pm – Thurs., 5/20	Exam 2 - Modules 5-8
3		Module 9: Software in flux <u>Read & view:</u> Text, Ch. 14, Module vids SQA 8 Module 10: Data & competitive advantage <u>Read & view:</u> Text, Ch. 15, Module vids Module 11: Information security <u>Read & view:</u> Text, Ch. 17, Module vids, SQA 9 Module 12: Google in three parts <u>Read & view:</u> Text, Ch. 18, Module vids
	Thurs., 5/20 - Wed., 5/26	SQAs Modules 9-12
	Tues 5/25 7 pm –Wed 5/26	Exam 3 - Modules 9-12
	Thurs., 5/27, 7:00 am – 3:00 pm	Final exam (Optional, comprehensive)

Maymester: May 10 – May 27, 2021

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

Appendix – IMPORTANT INFORMATION REGARDING EXAMS / QUIZZES

1. Carefully read the information on the Exams/Quizzes available in previous pages of this syllabus.
2. Exams/Quizzes are available online, and you can access them from any desktop or laptop. **It is NOT recommended to take exams/quizzes from mobile devices such as iPads or tablets due to connectivity issues students have experienced in the past.**
3. You **must arrange to be available during the scheduled times**. It is your responsibility to make sure you know how to use the online delivery platform and that your computer has all appropriate plug-ins etc., to run the test.
4. Exams / Quizzes are available for a specific period of time, referred to as the **availability period**. Availability period is that period during which the exam can be taken. You must start and submit the exam during the availability period. Canvas locks the Exam/Quiz at the end of the availability period after which it is not possible to submit answers (even if you started the exam/quiz during the availability period).
5. It is strongly recommended **NOT to wait until the last hours of the availability period to access an exam/quiz**. If you wait till the last hour of the availability period and encounter difficulties, you may miss the test, in which case you get zero for it. Note that when you wait till the last hours, you will have very little recourse to handle any technical or other issues that emerge (see the item *Technical Help during an Exam / Quiz*.)
6. Time of test is measured by Canvas system.
7. Canvas **does not record any answer** entered after the availability period. Be aware that there may be a few seconds of processing time from the time you hit submit, so if you submit in the last seconds, you may not have your answer saved.
8. Computer setup. Make sure that your computer is properly configured and set up with all the necessary software, browser configurations, etc. for taking Exams/Quizzes. Specific guidelines are available through the UNT [HelpDesk website](#). It is your responsibility to have adequate and adequately configured computer equipment and software to take this online course.
9. **Technical help during an Exam/Quiz**. If you encounter technical problems, contact the Help Desk immediately (940-565-2324). **Make sure to have the phone number of the Help Desk handy and be mindful of their hours**. The folks there often can walk you through a solution over the phone. After you call the Help Desk, leave me an e-mail message to let me know you had a problem and whether it got corrected. In your email, include a phone number where I can reach you in case I am online and can call right away.
10. **Academic Integrity**: Use of cell phones, cameras, or any electronic device is not allowed during testing. Talking to other students, soliciting, or giving help is not allowed. Copying, photographing, or disseminating the questions in any form is prohibited. The first item in each exam is an Integrity Confirmation. Confirming the statements on this item is a condition for getting credit. Being dishonest about any statement of this item is a violation of academic integrity and subject to automatic F in this course and appropriate measures granted by the University for violating academic integrity.