

**Course Number: INFO 4646/5646**  
**Course Title: Information Resources for  
Business**  
**Course Section(s): 001 & 005**

**Chochrek, Denise**

*[Please update your name according to your credentials]*

**SYLLABUS**

**Spring 2022**

## Table of Contents

COURSE INFORMATION .....	3
Instructors Contact Information .....	3
Communicating with Your Instructor .....	3
Course Description .....	2
Materials .....	2
Teaching Philosophy .....	2
Technical Support and ASSISTANCE .....	2
Minimum Technical Skills Needed .....	3
Success in the Online Course.....	3
Student Academic Support Services .....	3
Course Modules, Topics and lectures.....	3
ASSESSMENT & GRADING .....	4
Grading.....	4
Grading Table.....	4
CALENDAR.....	5
Final Examination and Discussion Assignments Due Dates: .....	5
COURSE EVALUATION.....	5
COURSE POLICIES.....	5
Assignment Policy .....	5
Examination Policy .....	5
Instructor Responsibilities and Feedback .....	5
Late Work and Missed Work .....	6
Course Incomplete Grade .....	6
Attendance Policy .....	6
Class Participation.....	6
Students' Responsibility for Their Learning.....	6
Syllabus Change Policy .....	6
UNT POLICIES.....	6
Academic Integrity Policy .....	6
ADA Policy.....	7
Course Safety Procedures (for Laboratory Courses) .....	7
Emergency Notification & Procedures .....	7

Optional UNT Policies Statements.....	7
Retention of Student Records .....	7
Acceptable Student Behavior .....	8
Access to Information - Eagle Connect.....	8
Student Evaluation Administration Dates.....	8
Sexual Assault Prevention.....	8
Use of Student Work.....	8
Transmission and Recording of Student Images in Electronically Delivered Courses.....	9
Important Notice for F-1 Students taking Distance Education Courses.....	9
Federal Regulation .....	9
University of North Texas Compliance.....	10
Student Verification .....	10

## **COURSE INFORMATION**

- Course Name: INFO 4646 and INFO 5646
- Course Title: Information Resources for Business
- Course Section(s): 001 & 005
- Credit Hours: 3 Hours
- Class Meeting: Online
- Course Pre-requisites: None.
- Course Format : Online

### **Instructors Contact Information**

- Name: Chochrek, Denise
- Title: Adjunct Faculty
- Office location & building
- Office phone number, if applicable: 972-219-8423
- UNT Email:
- Alternative Email: [Denise.C.Chochrek@newyorklife.com](mailto:Denise.C.Chochrek@newyorklife.com)
- Office hours – face to face and online (and tool used for online office hours, if applicable)

### **Communicating with Your Instructor**

- For purposes of communicating with us about course-related concerns/questions, we want you to use the Canvas Message feature to communicate with us individually or as a group.
- If, for some reason, the Canvas system is not available, you can use our individual UNT email addresses. [Denise.C.Chochrek@newyorklife.com](mailto:Denise.C.Chochrek@newyorklife.com)

- We try to respond to course messages and email in a very timely manner. Except on the weekends, we are likely to respond to your messages and emails within a few hours.
- Feedback on assignments usually occur within the week after you submitted them. Typically, that is the time frame for posting grades as well.

### **Course Description**

Information resources, methods and services to meet access needs of business as a discipline and in practice. Characteristics of information services to a specific, diverse user community. Introduction to and development of print and electronic forms of information relevant to the business community's information needs.

- *Course Goals:* This course will provide an introduction to information research and services in a business library environment.
- *Course Outcomes:*
  - Student will understand business research techniques and resources
  - Students will be comfortable with company and people research and can conduct and analysis a SWOT analysis
  - The class has three main exercises and four discussion exercises. The discussion exercise response does not have to be long. In some cases, a few sentences will do. Participation grading is not based on a particular right answer, but on effort and insight.

### **Materials**

The class materials are in the course. No additional materials are necessary. Students will need access to the Internet for research purposes

### **Teaching Philosophy**

This course is mostly made up of exercises (both short and long) to give a hands-on approach to learning. All exercises are real life examples of business research.

## **TECHNICAL SUPPORT AND ASSISTANCE**

The UNT University Information Technology provides student IT services and technical support, including Canvas.

- UIT Homepage: <https://it.unt.edu/uit>
- Email: [helpdesk@unt.edu](mailto:helpdesk@unt.edu)
- Phone: 940.565-2324
- In Person: Sage Hall, Room 330

Canvas technical requirements: <https://clear.unt.edu/supported-technologies/canvas/requirements>

Students will need something similar to PowerPoint or Word. They will also need access to the Internet.

### **Minimum Technical Skills Needed**

Students should be able to use the learning management system – Canvas to access course related materials and resource, keep up with emails regularly, create, modify or submit files according to instructors direction, such as proper file format, be able to download and install software when needed, and utilize the basics of the Microsoft Suite (Word, Excel, Power Point).

### **Success in the Online Course**

It is important to keep track of the dates due for all assignments. Due dates are generally not flexible. If you have not arranged in advance for a late turn in, you will lose one letter grade per day. It may be helpful to use the Canvas class, [“How to Succeed as an Online Student.”](#)

### **Student Academic Support Services**

- [Code of Student Conduct](#): provides Code of Student Conduct along with other useful links
- [Office of Disability Access](#): exists to prevent discrimination based on disability and to help students reach a higher level of independence
- [Counseling and Testing Services](#): provides counseling services to the UNT community, as well as testing services; such as admissions testing, computer-based testing, career testing, and other tests
- [UNT Libraries](#)
- [UNT Learning Center](#): provides a variety of services, including tutoring, to enhance the student academic experience
- [UNT Writing Center](#): offers free writing tutoring to all UNT students, undergraduate and graduate, including online tutoring
- [Succeed at UNT](#): information regarding how to be a successful student at UNT

### **COURSE MODULES, TOPICS AND LECTURES**

INFO 4646/5646 is organized into 4 Learning Modules:

- Module 1: Company Research
  - Company research, public vs. private companies, SEC documents, mergers & acquisitions, research reports, market research, news resources, competitive intelligence, government resources, hidden company information, international companies
- Module 2: People Research
  - People research, database comparisons, searching techniques, reliability, other resources
- Module 3: Business Information Center
  - Practical information for creating and running a business information center, information audit, needs analysis, preparation, interview skills, focus groups, analysis, social media, marketing and mentors
- Module 4: Business Industry
  - Business industry research, international resources, government information, primary research, SWOT analysis

## ASSESSMENT & GRADING

### Assignments

- Company Project (Due February 15th)
- People Project (Due March 23rd)
- SWOT Analysis (Due May 3rd)

**Discussion Assignments – due by end of course (discussion assignments will appear throughout the course as the associated module appears)**

- Welcome
- Competitive Intelligence
- Mergers & Acquisition
- Social Media
- Professional Associations

**Final Exam** will be posted in the message area at the end of the course. There will be 10 questions and students will answer two. The exam material comes from the topics and your assignment experience.

### Grading

#### Grading Table

Assignment	Points Possible	Percentage of Final Grade
Assignment 1 – Company Research	100 points	20%
Assignment 2 – People Research	100 points	20%
Assignment 3 – SWOT Analysis	100 points	20%
Assignment 4 – Final Exam	100 points	20%
Participation <ul style="list-style-type: none"> <li>• 4 Discussion Forums</li> </ul>	100 points each	20%
<b>Total Points Possible</b>	Points avg	100%
<b>The quizzes provide extra points</b>		

**Total Points Possible for Semester/Grading Scale = 100**

100-90 = A
89-80 = B
79-70 = C
69-60 = D
59-50 = F

**Due dates are generally not flexible.** If you have not **arranged in advance** for a late turn in, you will lose one letter grade per day.

**Discussion forum assignments** are graded based on effort and insight. They do not have to be long but should answer the question. The statement, "I agree with everyone else" will not give you much of a grade.

## CALENDAR

<b>Topic</b>	<b>Assignment</b>	<b>Due Date</b>
Company Research	Company Project	February 15 <sup>th</sup>
People Research	People Project	March 23 <sup>rd</sup>
Business Research	SWOT Analysis	May 3 <sup>rd</sup>

### **Final Examination and Discussion Assignments Due Dates:**

Final exam will be available the week of May 7th. If you need it the week before, please contact me in advanced. Discussion assignments are due no later than May 13th and the final is due no later than May 13<sup>th</sup>.

## COURSE EVALUATION

Student Perceptions of Teaching (SPOT) is the student evaluation system for UNT, implemented in summer 2015, to comply with the State of Texas House Bill 2504. Each semester student will receive an email from UNT to their student UNT email to response to the anonymous survey. For more information, visit Office of the Provost, SPOT page: <https://vpaa.unt.edu/spot>

## COURSE POLICIES

### **Assignment Policy**

Due dates are listed in this syllabus, in the assignment area and on the calendar.

Utilize the Canvas system to upload assignments. If you have difficulties with Canvas you can email assignments to me at [Denise.C.Chochrek@newyorklife.com](mailto:Denise.C.Chochrek@newyorklife.com).

Each of the discussion assignments are listed in the discussion forum. Instructions are provided there.

Students should immediately report any problems to the instructor and contact the UNT Student Help Desk: [helpdesk@unt.edu](mailto:helpdesk@unt.edu) or 940.565.2324. The instructor and the UNT Student Help Desk will work with the student to resolve any issues at the earliest possible time.

### **Examination Policy**

The final exam will be sent to each student in the message area around December 9<sup>th</sup>. There are no other exams. Final exam will be due back by December 13<sup>th</sup>. Students can just reply to the message.

### **Instructor Responsibilities and Feedback**

Instructor responsibilities include:

- Helping students grow and learn; providing clear instructions for projects and assessments, answering questions about assignments, identifying additional resources as necessary, providing grading rubrics, reviewing and updating course content, etc.
- An estimated timeline and format in which students can anticipate a response regarding emails, discussion board posts if applicable, assignment feedback, and grades.

### **Late Work and Missed Work**

**Due dates are generally not flexible.** If you have not **arranged in advance** for a late turn in, you will lose one letter grade per day. If you have an emergency and can not make the deadlines, contact me directly at [Denise.C.Chochrek@newyorklife.com](mailto:Denise.C.Chochrek@newyorklife.com). “I was busy” or “I just forgot” are not acceptable reasons.

### **Course Incomplete Grade**

Incompletes should be coordinated through the professor. Individual reasons will be considered. You will have one year to finish the course. Please reference the UNT policy on incomplete: <https://registrar.unt.edu/grades/incompletes>]

### **Attendance Policy**

Information about the University of North Texas’ Attendance Policy may be found at: <http://policy.unt.edu/policy/15-2-5>

### **Class Participation**

Participation is based on the discussion assignments. Reference the assignment section for more information.

### **Students’ Responsibility for Their Learning**

Students are responsible for reading the material, completing all assignments and exams in a timely manner and asking questions when further knowledge is needed.

### **Syllabus Change Policy**

If there is a change in the syllabus or any of the due dates, a message will be sent to students through the class.

## **UNT POLICIES**

### **Academic Integrity Policy**

Academic Integrity Standards and Consequences. 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.

*[Insert specific sanction or academic penalty for specific academic integrity violation.]*

**ADA Policy**

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 accommodations at any time; however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any 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 at [disability.unt.edu](https://disability.unt.edu).

**Course Safety Procedures (for Laboratory Courses)**

Students enrolled in [insert class name] are required to use proper safety procedures and guidelines as outlined in UNT Policy 06.038 Safety in Instructional Activities. While working in laboratory sessions, students are expected and required to identify and use proper safety guidelines in all activities requiring lifting, climbing, walking on slippery surfaces, using equipment and tools, handling chemical solutions and hot and cold products. Students should be aware that the UNT is not liable for injuries incurred while students are participating in class activities. All students are encouraged to secure adequate insurance coverage in the event of accidental injury. Students who do not have insurance coverage should consider Standard Syllabus Statements Related Policy 06.049 Course Syllabi Requirements obtaining Student Health Insurance. Brochures for student insurance are available in the UNT Student Health and Wellness Center. Students who are injured during class activities may seek medical attention at the Student Health and Wellness Center at rates that are reduced compared to other medical facilities. If students have an insurance plan other than Student Health Insurance at UNT, they should be sure that the plan covers treatment at this facility. If students choose not to go to the UNT Student Health and Wellness Center, they may be transported to an emergency room at a local hospital. Students are responsible for expenses incurred there.

**Emergency Notification & Procedures**

UNT uses a system called Eagle Alert to quickly notify students with critical information in the event of an emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). In the event of a university closure, please refer to Blackboard for contingency plans for covering course materials.

**Optional UNT Policies Statements**

*[The following are optional UNT policy statements]*

**Retention of Student Records**

Student records pertaining to this course are maintained in a secure location by the instructor of record. All records such as exams, answer sheets (with keys), and written papers submitted during the duration of the course are kept for at least one calendar year after course completion. Course work completed via the Blackboard online system, including grading information and comments, is also stored in a safe electronic environment for one year. Students have the right to view their individual record; however, information about student's records will not be divulged to other individuals without proper written consent. Students are encouraged to review the Public Information Policy and the Family Educational Rights and Privacy Act (FERPA) laws and the University's policy. See UNT Policy 10.10, Records Management and Retention for additional information.

**Acceptable Student Behavior**

Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Dean of Students to consider whether the student's conduct violated the Code of Student Conduct. The University's expectations for student conduct apply to all instructional forums, including University and electronic classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at [deanofstudents.unt.edu/conduct](http://deanofstudents.unt.edu/conduct).

**Access to Information - Eagle Connect**

Students' access point for business and academic services at UNT is located at: [my.unt.edu](http://my.unt.edu). All official communication from the University will be delivered to a student's Eagle Connect account. For more information, please visit the website that explains Eagle Connect and how to forward e-mail: [eagleconnect.unt.edu/](http://eagleconnect.unt.edu/)

**Student Evaluation Administration Dates**

Student feedback is important and an essential part of participation in this course. The student evaluation of instruction is a requirement for all organized classes at UNT. The survey will be made available during weeks 13, 14 and 15 [insert administration dates] of the long semesters to provide students with an opportunity to evaluate how this course is taught. Students will receive an email from "UNT SPOT Course Evaluations via IASystem Notification" ([no-reply@iasystem.org](mailto:no-reply@iasystem.org)) with the survey link. Students should look for the email in their UNT email inbox. Simply click on the link and complete the survey. Once students complete the survey, they will receive a confirmation email that the survey has been submitted. For additional information, please visit the SPOT website at <http://spot.unt.edu/> or email [spot@unt.edu](mailto:spot@unt.edu).

**Sexual Assault Prevention**

UNT is committed to providing a safe learning environment free of all forms of sexual misconduct, including sexual harassment sexual assault, domestic violence, dating violence, and stalking. Federal laws (Title IX and the Violence Against Women Act) and UNT policies prohibit discrimination on the basis of sex, and therefore prohibit sexual misconduct. If you or someone you know is experiencing sexual harassment, relationship violence, stalking, and/or sexual assault, there are campus resources available to provide support and assistance. UNT's Survivor Advocates can assist a student who has been impacted by violence by filing protective orders, completing crime victim's compensation applications, contacting professors for absences related to an assault, working with housing to facilitate a room change where appropriate, and connecting students to other resources available both on and off campus. The Survivor Advocates can be reached at [SurvivorAdvocate@unt.edu](mailto:SurvivorAdvocate@unt.edu) or by calling the Dean of Students Office at 940-565- 2648. Additionally, alleged sexual misconduct can be non-confidentially reported to the Title IX Coordinator at [oeo@unt.edu](mailto:oeo@unt.edu) or at (940) 565 2759.

**Use of Student Work**

A student owns the copyright for all work (e.g. software, photographs, reports, presentations, and email postings) he or she creates within a class and the University is not entitled to use any student work without the student's permission unless all of the following criteria are met:

- The work is used only once.
- The work is not used in its entirety.

- Use of the work does not affect any potential profits from the work.
- The student is not identified.
- The work is identified as student work.

If the use of the work does not meet all of the above criteria, then the University office or department using the work must obtain the student's written permission.

Download the UNT System Permission, Waiver and Release Form

### **Transmission and Recording of Student Images in Electronically Delivered Courses**

1. No permission is needed from a student for his or her image or voice to be transmitted live via videoconference or streaming media, but all students should be informed when courses are to be conducted using either method of delivery.
2. In the event an instructor records student presentations, he or she must obtain permission from the student using a signed release in order to use the recording for future classes in accordance with the Use of Student-Created Work guidelines above.
3. Instructors who video-record their class lectures with the intention of re-using some or all of recordings for future class offerings must notify students on the course syllabus if students' images may appear on video. Instructors are also advised to provide accommodation for students who do not wish to appear in class recordings.

Example: This course employs lecture capture technology to record class sessions. Students may occasionally appear on video. The lecture recordings will be available to you for study purposes and may also be reused in future course offerings.

No notification is needed if only audio and slide capture is used or if the video only records the instructor's image. However, the instructor is encouraged to let students know the recordings will be available to them for study purposes.

### **Important Notice for F-1 Students taking Distance Education Courses**

#### **Federal Regulation**

To read detailed Immigration and Customs Enforcement regulations for F-1 students taking online courses, please go to the Electronic Code of Federal Regulations website at <http://www.ecfr.gov/>. The specific portion concerning distance education courses is located at Title 8 CFR 214.2 Paragraph (f) (6) (i) (G).

The paragraph reads:

(G) For F-1 students enrolled in classes for credit or classroom hours, no more than the equivalent of one class or three credits per session, term, semester, trimester, or quarter may be counted toward the full course of study requirement if the class is taken on-line or through distance education and does not require the student's physical attendance for classes, examination or other purposes integral to completion of the class. An on-line or distance education course is a course that is offered principally through the use of television, audio, or computer transmission including open broadcast, closed circuit, cable, microwave, or satellite, audio conferencing, or computer conferencing. If the F-1 student's course

of study is in a language study program, no on-line or distance education classes may be considered to count toward a student's full course of study requirement.

**University of North Texas Compliance**

To comply with immigration regulations, an F-1 visa holder within the United States may need to engage in an on-campus experiential component for this course. This component (which must be approved in advance by the instructor) can include activities such as taking an on-campus exam, participating in an on-campus lecture or lab activity, or other on-campus experience integral to the completion of this course. If such an on-campus activity is required, it is the student's responsibility to do the following:

- (1) Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.
- (2) Ensure that the activity on campus takes place and the instructor documents it in writing with a notice sent to the International Student and Scholar Services Office. ISSS has a form available that you may use for this purpose.

Because the decision may have serious immigration consequences, if an F-1 student is unsure about his or her need to participate in an on-campus experiential component for this course, s/he should contact the UNT International Student and Scholar Services Office (telephone 940-565-2195 or email [internationaladvising@unt.edu](mailto:internationaladvising@unt.edu)) to get clarification before the one-week deadline.

**Student Verification**

UNT takes measures to protect the integrity of educational credentials awarded to students enrolled in distance education courses by verifying student identity, protecting student privacy, and notifying students of any special meeting times/locations or additional charges associated with student identity verification in distance education courses.

See UNT Policy 07-002 Student Identity Verification, Privacy, and Notification and Distance Education Courses.