

E-Management: MGMT 4210

Spring 2026, Online
Syllabus

Instructor:	<i>Dr. Pamela Scott Bracey, Clinical Professor of Management</i>
Office Location:	<i>Denton Campus Business Leadership Building, Room 385A</i>
F2F Office Hours:	<i>Tuesdays & Thursdays, 10am – 11am and 12:30pm – 1:30pm</i>
Virtual Office Hours:	<i>Monday – Thursday, via appointment; Zoom or Teams</i>
Contact Info:	<i>Canvas Messaging (preferred) or email Pamela.Bracey@unt.edu</i>

Course Description and Objectives

This course covers 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.

There are no pre-requisites for this course. However, this is a senior level course and is not recommended for students just starting their degree.

Required Material

Textbook: Gallaughier, J. M. 2025, *Information Systems: A Manager's Guide to Harnessing Technology*, v11 edition Flatworld knowledge.

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/2618385>

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**. 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!

Communication

- 1) **Announcements:** All official announcements and bulletins are posted on the Canvas course website. You are responsible for knowing the information posted there. *Canvas Announcements* should be checked at least once in 48 hours during the semester.
- 2) **Email**
 - a. Use of the Canvas Messaging is my preferred method of contact.
 - b. You may also contact me via TEAMS or via email at pamela.bracey@unt.edu and include “MGMT 4210” in the subject of the email.

I strive to respond to all messages within 48 hours; however, UNT emails usually have the slowest response time due to the large number of messages I receive daily. Emails from me to the class are always sent through Canvas. Check this email frequently, or change the settings so messages are forwarded to your preferred account.
 - c. Address / Professionalism: Please maintain professionalism in writing and address. When addressing me, use Dr. Bracey (rather than Ms. / Mrs./Mr., “Hey Yo,” “Hi Teach,” etc.)

Course Structure & Organization

- a. The course is 100% online. All material and assignments are online.
- b. **Modules** (learning units) are available through [the Module Tab on Canvas](#).
 - The first Modules consist of general course information.
 - The *Academic Integrity* module is to be reviewed during the first week of the semester, to ensure students are aware of important issues pertaining to work in this class. A quiz is available.
 - **Weekly content modules** are **organized by date and topic**, consistent with the syllabus schedule (p.8). Each Module outlines the objectives, content (readings, lecture notes, videos, etc.) and assignments. The *Material* section of each module outlines the reading and supporting material, which includes textbook readings as well as links to videos and required material.
 - This course is NOT self-paced: everyone will [follow the stated schedule](#). Assignments are to be submitted according to the stated schedule.
- c. All course activities are conducted only through Canvas. If you are [not familiar with Canvas](#), you should review the **Help?** link on the navigation bar and tutorials.

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
- [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.

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

Email: helpdesk@unt.edu Phone: 940-565-2324

In Person: Sage Hall, Room 130 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

The course presents content on a set schedule. Students who wish to move faster than the schedule may do so by reading ahead. However, all work / assignments to be turned in will be released and available to the entire class, uniformly, [per schedule](#).

Requirements & Grading Policies

Assignment	Points
Orientation Quizzes	
Course Syllabus quiz	20
Academic Integrity Module quiz	20
Weekly Assignments	
Reading Quizzes (14 @ 10 points)	140
Discussion Boards (14 @ 5 points)	70
Case Studies (2 @ 50 points)	100
Tests & Major Assignments	
Technology, Business, and Society (TBS) assignment	150
Tests (3 @ 100 points each)	300
Company Audit Project	200
Points Possible	1000 points

Grades will be based on the points earned during the course according to this scale:

- A = 900-1000 points
- B = 800-899 points
- C = 700-799 points
- D = 600-699 points
- F = Below 600 points

Course Syllabus Quiz (20 points)

This is a short quiz on key details from the syllabus and information posted on Canvas. The goal is to make sure students are fully aware of the different aspects of the course that are essential for success. The quiz covers the content of the syllabus and Orientation module.

Academic Integrity Module quiz (20 points)

A module dedicated to issues related to academic integrity is available. The module outlines what is considered acceptable and what will not be considered acceptable (and subject to sanctions) in terms of such issues as plagiarism, cheating, online sourcing, etc. A short quiz is available at the end of the module. You can take this quiz multiple times.

Weekly work:

Each week there will be one weekly quiz and a discussion assignment.

RQs (Reading Quizzes) (14 @ 10 points each)

A short quiz is available for each module's material (except on weeks where a discussion assignment is available). The quiz is intended to help students assess their knowledge and encourage relearning of missed questions. Each quiz consists of 5 short questions and has 2 attempts, with the highest score counting. Students are encouraged to take all attempts, even if they get all points) because quiz questions are pulled from a question bank and may be different from each attempt.

Discussion Boards (14 @ 5 points each)

You will submit weekly Discussion board posts using the course Discussion Board. Each student will post about something that they learned each week.

Case Studies (2 @ 50 points each)

You will submit two Discussion forum assignments (DFs) using the course Discussion Board. DFs consist of a question set focusing on the Module topic as well as responding and interacting with other students.

Additional information is provided on Canvas.

Tests (3 @ 100 points each)

Three tests are available. A test not taken grants zero points. The first two tests cover material from 6 modules each, and the last test – given during the week of final is comprehensive and covers all modules.

Technology, Business, and Society (TBS) Assignment (150 points)

This is one of two major assignments in the course. Students will engage to give comprehensive consideration of the different ways in which how technology is developed and used can affect society.

For this purpose, each student will select one book (fiction) from a list provided, read it, and prepare an assignment addressing different aspects of how the particular technology depicted in the book is used by business and the effects on society. Assignment can be done individually or in small groups (up to 3 people).

Company Audit Project (final course) (200 points)

Students will engage to demonstrate their ability to apply the different concepts and frameworks they learn in the course. For this purpose, each student will select a company to audit in terms of its actual eManagement practices and analyze and recommend future actions to improve the company position, drawing on content learned in the course. This assignment, once turned in, will be available for the entire class to see. Once posted, students will be assigned a number of assignments to peer review / grade. The grade will be incorporated into the actual assignment grade. Individual or small teams (up to 3 people) are acceptable. More to be discussed in the second half of the semester.

Policies and Procedures

1. Times & dates

Times noted in this course reflect U.S. Central times. Due dates will be firm, so please adhere to the proper time zones deadlines.

2. Sunset Rule

Students have five (5) **business days** from the time a grade is posted to inquire about it.

Attendance policy

This is a 100% online class with no required synchronous meetings. Students should log in and **read announcements and emails at minimum once every 48 hours**.

3. Missed assignments /deadlines & late submission 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**. 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 (including quizzes & exams) 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, **late work** will be penalized by 25% within the first 24 hours, and 50% thereafter.

Statement on the use of Artificial Intelligence: In this course, I want you to engage deeply with the materials and develop your own critical thinking and writing skills. For this reason, **the use of Generative AI (GenAI) tools such as (but not limited to) Claude, ChatGPT, or Gemini is not permitted unless the specific assignment suggests its use**. While these tools can be helpful in some contexts, they do not align with our goal of fostering the development of your independent thinking. Using GenAI to complete any part of an assignment, exam, or coursework will be considered a violation of academic integrity, and will be addressed according to the Student Academic Integrity policy. Accordingly, **by submitting work, the student submitting the work is attesting that the work is original and was created by the student.**

Exception: Using GenAI tools is allowed to create images to be added to assignments /

presentations. If AI was used to create an image, or design a presentation the student should indicate this.

4. Original work, Plagiarism, 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 authentic 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 (including but not limited to work created by Artificial Intelligence) is considered cheating, as is the use of unauthorized assistance when taking exams / quizzes.
- b. Any work submitted **may be checked electronically** for originality. Originality checks include (but are not limited to) checks for similarity to already published work and for usage of unapproved assistance such as another student or artificial intelligence software. The instructor reserves the right to decide which assignments will be checked and will usually apply a randomized process.
- c. Evidence of lack of originality as stated above will be considered a violation of academic integrity. 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**. Additionally, violations may be referred to review by the University and as such, are subject to additional sanctions by the university.

5. 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.

6. 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.

7. 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).

8. 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 Canvas for contingency plans for covering course materials

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

Meetings held via Zoom or Teams while 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 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](#) (<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

Please review the [College of Business Integrity statement](#).

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. 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

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.

Success in an Online Course

While the online classroom shares many similarities with the face-to-face classroom, success in online education requires certain skills and knowledge that any dedicated student can learn. See this website for tips and resources for successful online learning: [How to Succeed as an Online Student](#).

Netiquette

Netiquette, or online etiquette, refers to the way students are expected to interact with each other and with their instructors online. Here are some general guidelines:

- Treat your instructor and classmates with respect in email or any other communication.
- Always use your professors' proper title: Dr. or Prof., or if in doubt, use Mr. or Ms.
- Unless specifically invited, don't refer to your instructor by first name.
- Use clear and concise language.
- Remember that all college level communication should have correct spelling and grammar (this includes discussion boards).
- Avoid slang terms such as "wassup?" and texting abbreviations such as "u" instead of "you."
- Use standard fonts such as Ariel, Calibri or Times New Roman and use a size 10 or 12 pt. font
- Avoid using the caps lock feature AS IT CAN BE INTERPRETTED AS YELLING.
- Limit and possibly avoid the use of emoticons like :) or ☐.
- Be cautious when using humor or sarcasm as tone is sometimes lost in an email or discussion post and your message might be taken seriously or sound offensive.
- Be careful with personal information (both yours and other's).
- Do not send confidential information via e-mail. See these [Netiquette Guidelines](#) for more information.

MGMT 4210, Fall 2026: Tentative Schedule¹

Week / date	Module	Module Topic & reading Chapter number may be different from Module number!	Assignments & Due dates
Week 1 Starting 8/17	Overview Academic Integrity	-Course and website overview, <i>Guides & Guidelines</i> section of the website Academic Integrity Module	DUE Sun., 8/23, 11:59 PM ➤ Academic Integrity Quiz ➤ Course verification Quiz
Week 2 Starting 8/24	M1	Module 1: Setting the Stage <u>Read & view:</u> Text, Ch. 1, Module videos	DUE Sun., 8/30, 11:59 PM ➤ RQ-M1 (Ch1)
Week 3 Starting 8/31	M2	Module 2: The Manager's guide to Internet & Tech <u>Read & View:</u> Text, Ch. 20, Module videos	DUE Sun., 9/6, 11:59 pm ➤ RQ-M2 (Ch.20)
Week 4 Starting 9/7	M3a	Module 3a: Strategy and technology – concepts and frameworks for achieving success <u>Read & view:</u> Text, Ch. 3, Module videos	DUE Sun., 9/13, 11:59 pm ➤ RQ-M3a (Ch.3) ➤ Submit TBS Assignment book choice
Week 5 Starting 9/14	M3b	Module 3b – Zaracase <u>Read & view:</u> Text, Ch. 2, Module videos	DUE Sun., 9/20, 11:59 pm ➤ RQ-M3b (Ch.2) ➤ Case Study 1
Week 6 Starting 9/21	M4	Module 4: Moore's Law & more <u>Read & view:</u> Text, Ch. 6, Module videos,	DUE Sun., 9/27, 11:59 pm ➤ RQ-M4 (Ch.6)
Week 7 Starting 9/28	M5a	Module 5a: Disruptive technologies <u>Read & view:</u> Text, Ch. 7, Module videos,	DUE Sun., 10/4, 11:59 pm ➤ RQ-M5a (Ch.7)
	TEST 1	TEST 1 –(Modules 1 – 5a)	DUE MON., 10/5, 11:59 pm ➤ Test 1
Week 8 Starting 10/5	TBS assignment	Work week TBS (Technology, Business, & Society) assignment	DUE Sun., 10/11, 11:59 pm TBS assignment
Week 10 Starting 10/12	M5b	Module 5b: Amazon Case <u>Read & view:</u> Text, Ch. 8, Module videos,	DUE Sun., 10/18, 11:59 pm ➤ RQ-M5b (Ch.8) ➤ Case Study 2
Week 11 Starting 10/19	M6	Module 6: Platforms and network effect markets <u>Read & View:</u> Text, Ch. 10, Module videos	DUE Sun., 10/25, 11:59 pm ➤ RQ-M6 (Ch.10)
Week 12 Starting 10/26	M7	Module 7: The sharing economy <u>Read & view:</u> Text, Ch. 12, Module videos	DUE Sun., 11/1, 11:59 pm ➤ RQ-M7 (Ch.12) ➤ Submit name of company for final project
Week 13 Starting 11/2	M8	Module 8: Artificial Intelligence <u>Read & view:</u> Text, Ch. 18, Module videos	DUE Sun., 11/8, 11:59 pm ➤ RQ-M8 (Ch.18)

Week 14 Starting 11/9	M9 & M10	Module 9: Software in flux <u>Read & view:</u> Text, Ch. 16 Module 10: Information security issues <u>Read & view:</u> Text, Ch. 21, Module videos	DUE Sun., 11/15, 11:59 pm ➤ RQ-M9 (Ch. 16) ➤ RQ-M10 (Ch. 21)
Week 14	TEST 2	TEST 2 (Modules 5b-10)	DUE Mon., 11/16, 11:59 pm ➤ Test 2
	Co Audit assignment	Project work time	
Week 15 starting 11/16	Co Audit assignment	Project Due Peer review due	DUE Sun., 11/30, 11:59 pm ➤ Project DUE Thurs., 12/3, 11:59 pm ➤ Project peer grading
Week 16 starting 11/30		Test 3 (Final) (Modules 1 – 10)	DUE Thurs., 12/3, 11:59 pm Test 3 (Final)

¹Instructor may change schedule, if needed.