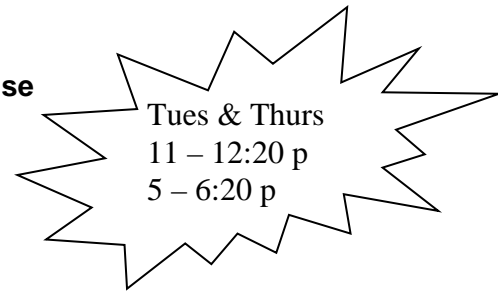


**UNIVERSITY of NORTH TEXAS  
COLLEGE OF BUSINESS**

**BUSI 1340 – Managing the Business Enterprise  
Sections 001 and 002, Fall 2018  
Course Outline**



**Instructor:** Professor Michael Sexton  
**Office:** 385a Business Leadership Building  
**Phone:** 940-565-4925 Office; 940-565-3803 Fax  
**E-mail:** [Michael.Sexton@unt.edu](mailto:Michael.Sexton@unt.edu) (faculty account), I will contact you via Eagle Connect mail.  
**Office Hours:** **Tuesday & Thursday 1:00 – 4:00 pm (CST).** Additional times by appointment.  
E-mail checked once daily except Sunday.

**INTRODUCTION:**

**Managing The Business Enterprise** (BUSI 1340) Study of managing the business enterprise with an emphasis on leadership with integrity. Overview of managing business organizations and what is needed to succeed in local, domestic, and global markets.

**Core Category:** Discovery.

**Prerequisites:** Freshman or sophomore standing. Cannot be used to meet business foundation, business professional field, or business supporting field requirements.

**Personal Electronics:** For this class, the University requests that all electronic devices be silenced and put away in your backpack. Testing the waters will get you removed from class, an “F” for the day, and a referral to the Dean of Students. Exceptions to this rule will be announced in class.

**COURSE GOALS & OBJECTIVES:**

<b>GOAL 1</b>	<b>EFFORT</b>	Your 1 <sup>st</sup> goal is to put forth your best effort. Achieving success in this course will require all the energy you can muster. Give it your best shot.
<b>GOAL 2</b>	<b>INSIGHT</b>	Your 2 <sup>nd</sup> goal is to display excellent insight in the course through intellect, wisdom, understanding, and a thorough knowledge of the subject matter. While effort will often overcome ability, scholarly acumen is crucial for success.
<b>GOAL 3</b>	<b>INTEGRITY</b>	Your 3 <sup>rd</sup> goal is to strive for high integrity through the pursuit of principles like honesty and dependability. Effort and insight are not impressive if your character is questionable. Be someone whom your peers respect.
<b>GOAL 4</b>	<b>TEAMWORK</b>	Your 4 <sup>th</sup> goal is to be a team player. Any team is only as good as its weakest link. Since success in this course is enhanced with teamwork, you should strive to help the team succeed to the best of your ability.
<b>GOAL 5</b>	<b>SUCCESS</b>	Your 5 <sup>th</sup> and final goal is to succeed through goals 1-4. Demonstrate high integrity, do your best, present insight, and be a team player. Your final grade depends upon it.

<b>OBJECTIVE 1</b>	<b>KNOWLEDGE</b>	To successfully complete this course you will demonstrate satisfactory knowledge of business topics commensurate with undergraduate study.
<b>OBJECTIVE 2</b>	<b>SKILLS</b>	To successfully complete this course you will demonstrate skill at the topic of managing a business by performing at a satisfactory level on all the graded areas of the course, paying particular attention to the skill of reading and understanding about what it takes to be a successful leader with integrity.
<b>OBJECTIVE 3</b>	<b>ABILITIES</b>	To successfully complete this course you will demonstrate your ability to apply leadership solutions to problems in management.

### **REQUIRED TEXTBOOK & SOFTWARE:**

Ebert, R.J., & Griffin, R.W. (2019). Business Essentials, 12<sup>th</sup> ed. Upper Saddle River, NJ: Pearson Education, Inc. **MYLAB** may be purchased at Barnes and Noble book store or from Pearson Education. Additional readings may be assigned by the instructor. (Additional videos, readings, cases, and exercises will be distributed through Canvas LMS). Students can find short-term financial help by visiting Student Money Management.

**Microsoft Office Suite® is the official software package for this class.** You are enrolled in a College of Business class therefore, you may obtain a free-of-charge copy at <https://cob.unt.edu/students/microsoft-campus-licensing-agreement>. Do not send me assignments in Pages®, Word Perfect®, or linked to Google Docs®.

### **ASSIGNED WORK IN PEARSON MYBIZLAB:**

Chapter quizzes will be reported under the PCQ column. The Homework column (PHW) will report combined scores for the series of videos and chapters Mini Sims. All will be graded online at Pearson. Progress is measured week by week as chapters and videos are assigned. In order to pass the exams, you must achieve success on the quizzes. This system is accessed on Canvas LMS from the left menu and accounts for 20% of your final grade. **MYLAB assignments are online and due by 09:59 am. Late assignments will not be accepted.**

### **TEAM CRITICAL THINKING ESSAYS (CTE):**

Twice during the term, you will be required to submit a team essay online. It will concern a topic of my choice. Points are earned based on the quality of your answers and adherence to standards of spelling, sentence structure and grammar. Rewrites are not permitted. You must get it right the first time. The essays are posted in plenty of time before they are due. They must be written and submitted exactly as assigned in the essay instructions. Team essays must be submitted when scheduled and include Team Peer Evaluations.

### **DECISION MAKING SIMULATION (DMS):**

Your team will be required to submit a simulation. It will concern a topic of my choice. Bonus points are earned by the top three teams. Simulations must be submitted when scheduled and will be delivered via Qualtrics®. A link will be provided in class.

## RESEARCH PARTICIPATION:

The University encourages undergraduate students to participate and/ or conduct research through the office of Dr James Duban. You will participate in four survey sessions, revealed later this term. Your final assignment is to write a two (2) page synopsis/ reflection paper (**SSR**). In addition, you are being exposed to survey style questions for future use. Please see the course schedule for the due date. **Not completing the surveys component will result in your final grade being lowered by one full letter grade.** Points are earned based on the quality of your answers and adherence to standards of spelling, sentence structure and grammar. See the SSR tab in Canvas LMS. More details coming soon.

## SYLLABUS QUIZ and EXAMS (1, 2, 3 & 4):

Each student will complete an on-line syllabus quiz (SQ) by the designated due date. This will familiarize you with how to take an on-line exam within Canvas LMS. The four (4) exams are “knowledge-acquisition-application” oriented. That is they are designed to “quickly” test your knowledge of business concepts and theories, video content and analytical tools. The objective is to ensure that all students “are on board” and are “staying up-to-date” with the instructor and the rest of the class. **Using textbooks and/or notes on exams is NOT permitted.**

Exams On-line and Face to Face: It is my intent at this time to offer exams (timed) in multiple choice, true/false format, and calculations. On-line exams will remain open during class time (CST). You will have one shot at the exam regardless of what you see in Canvas LMS. Direct Broadband (not wireless) connections are **REQUIRED** for the quiz and exams. Regular content is usually not effected by DSL access or wireless connections. If you get knocked off an exam, contact the help desk, then me A.S.A.P. at [Michael.Sexton@unt.edu](mailto:Michael.Sexton@unt.edu) (faculty account). **Modify pop-up blocker software and clear cache for the exam.**

Technical difficulties will be resolved as they appear. The University computer techs can determine exactly what has taken place and will advise me of the outcome (your ISP, our ISP, Canvas LMS, student unplugged the phone line, etc.). I will make a determination to allow you to continue or not based on that advice, University policy, applicable law, and my past practice.

## PERFORMANCE EVALUATION AND GRADING:

**Your grade in this class will be calculated by adding the total points earned (not percentage) during the term.** The point distribution will be as follows:

Syllabus Quiz	(SQ)	1 @ 10 each	10
Attendance/ Participation	(ATP)	(20, 15, 10, 5)	20
Pearson Chapter Quizzes	(PCQ)	12 @ 5 each	60
Pearson Homework: Video Quizzes & Mini Sims	(PHW)	24 @ 5 each	120
Decision Making Simulation	(DMS)	1 @ 20 each	20
Team Critical Thinking Essay	(CTE#)	2 @ 10 each	20
Personal Reflection Paper	(PRP)	1 @ 20 each	20
Exams	(E#)	4 @ 150 each	<u>600</u>
Maximum Points Possible			870

Final Points	Letter Grade
783 – 870	A
696 – 782.9	B
609 – 695.9	C
522 – 608.9	D
0 – 521.9	F

## **CANVAS LMS GRADES:**

Grades posted in Canvas LMS are **unofficial**. The instructional team will keep official grades (in spreadsheet form) in a secure location. This is to protect against hacking of the Canvas LMS system and destruction of grade reports. Official grades and Canvas LMS grades should be equivalent (match). Please contact your coordinator to discuss discrepancies. Check your grades weekly.

## **RESEARCH PARTICIPATION:**

The University encourages undergraduate students to participate and/ or conduct research through the office of Dr James Duban. You will participate in four survey sessions. Your final assignment is to write a two (2) page synopsis/ reflection paper. In addition, you are being exposed to survey style questions for future use. Please see the course schedule for the due date. **Not completing the surveys component will result in your final grade being lowered by one full letter grade.** See the module link in Canvas LMS.

## **SUNDOWN RULE:**

You have two (2) weeks (from the due date) to inquire about your grade on an exam, assignment, or presentation. The exception to this is the final exam where inquiries may extend into the new term. The purpose is to resolve any issue during the term and not wait until the last week of the term. Check your grades every week.

## **STUDENTS WITH DIFFERENT ABILITIES:**

The College of Business Administration complies with the Americans with Disabilities Act in making reasonable accommodation for qualified students with disabilities. If you have an established disability as defined in the Americans with Disabilities Act and would like to request accommodation, ***please contact the course professor as soon as possible***. Office hours, locations, phone numbers, etc., are presented above. Note: University Policy requires that students notify their instructor(s) within the first week of class that an accommodation is requested.

## **OFFICE OF DISABILITY ACCOMMODATION:**

The course instructor works closely with and conforms to the strict guidelines of the Office of Disability Accommodation (ODA). Printed exams can be administered by the ODA at a location agreed upon by the client, the instructor, and ODA staff. In addition, recommendations as to extended timing and other conditions as prescribed will be met.

## **SPECIAL NOTE ABOUT CANVAS LMS:**

Canvas LMS is committed to making certain that online courses are open and accessible to people with disabilities. As a result, Canvas LMS complies with Section 508 of the United States Rehabilitation Act of 1973, enabling people with disabilities and using assistive technologies, such as screen readers, to fully use the software. Canvas LMS enables faculty or course designers with disabilities to use assistive technologies with Canvas LMS in their course creation and delivery.

## STRUCTURE:

There are about 200 students enrolled in this section of BUSI 1340. You will be assigned to a Graduate Assistant (GA). These are graduate students that work directly for the instructor. Each GA will maintain physical office hours, virtual office hours, and will answer e-mail regularly (except Sunday). Our goal is to provide a high level of customer service so that you are not alone in cyber space. Note: **You will usually contact your GA BEFORE contacting the instructor.** Contact information will be displayed on the class homepage. Please contact me at [Michael.sexton@unt.edu](mailto:Michael.sexton@unt.edu) (faculty account) with content questions or personal issues.

## COURSE RELATED E-MAIL MESSAGES\*

I will use the messages tool within the course to contact you. Canvas LMS delivers my messages to your default [EUID@unt.edu](mailto:EUID@unt.edu) or [EUID@my.unt.edu](mailto:EUID@my.unt.edu) email account. It is your responsibility to check your default e-mail account three times weekly. Remember, I **do not** have administrative access to change your default e-mail account. Only you can make changes. Please consider the following example.

To: [Michael.Sexton@unt.edu](mailto:Michael.Sexton@unt.edu)  
From: [Good.Student@my.unt.edu](mailto:Good.Student@my.unt.edu)  
Title: BUSI 1340 Question About PCQ#7.

Dear Professor Sexton:

Did you receive my PCQ#7?  
Best, Good Student

\*Please keep in mind that my name is **Professor Sexton** and not "Hello," "Hey," "Hi," "Yo," or "Say There."

## USE OF PERSONAL COMPUTERS:

The student assumes ALL responsibility for the operating condition of personal computers and the functionality of individual Internet connections. Direct Broadband connections are **REQUIRED** for assignments, quizzes and exams. ISP issues will be dealt with on an individual basis and will require documentation. Canvas LMS utilizes pop-up windows to display content. Please modify pop-up blocker software.

In addition, your enrollment in this class signifies that you possess basic personal computer skills (BCIS 2610) and have a rudimentary knowledge of Canvas LMS. This includes, but is not limited to, logging onto the class home page, navigating through class content, uploading assignments, and sending e-mail messages to the instructional team.

## USE OF THE CANVAS LMS LEARNING SYSTEM®:

The student assumes ALL responsibility for conducting class, taking exams, and uploading assignments within the Canvas LMS. My office can offer general advice for students possessing basic personal computer (BCIS 2610) and Canvas LMS skills. The Center for Distance Learning has created a Canvas LMS Learning System® tutorial available at .....

## **SPLASH BANNER AND ANNOUNCEMENTS:**

I will share quick news and course updates with the class using the splash banner and announcements functions. The splash banner is located on the class homepage just below the textbook art. Announcements are accessed via the left hand navigation menu. It is your responsibility to check the splash banner and announcements weekly.

## **PANDEMIC, DISASTER, OR WEATHER CONDITIONS:**

The word "Pandemic" refers to health related emergencies as declared by the proper authorities. The word "Disaster" refers to either natural and man-made activities, or states of emergency affecting the population, as declared by the proper authorities (to include Zombie attacks). Weather conditions are declared by UNT authorities. We will continue to operate through normal Internet connections. Course timing and due dates adjustments will be made as required. I will contact you via telephone, Ham Radio, signal fires, semaphore flags, Canvas LMS or www.My.Unt email platforms. No Carrier Pigeons will be used or harmed in this process.

## **EMERGENCY ALERTS:**

The University of North Texas has an emergency Notification System, [Eagle Connect Alert](#), which has the capability of calling or text messaging emergency notices. As a student, you may also register with Eagle Connect Alert to receive notification of any warnings or campus closings that are announced. Instructions for enrollment can be found at [my.unt.edu](#). The university's radio station, [KNTU 88.1 FM](#) and website <http://www.unt.edu>, will provide updated information during an emergency situation.

## **ATTENDANCE AND TARDY POLICY:**

Students are required to attend class daily and be on time. You start with 20 points for attendance and participation. Each absence/ tardy deducts earned points to 20, 15, 10, 5 and finally 0 points. You have ten (10) minutes to be in your seat. Late comers must sit on the very back row. Students must log into the on-line class to check UNT email and class announcements, check grades, and upload assignments **\*Three\*** times a week.

You are encouraged to attend classes. Not only will you learn more if you attend regularly, you will add value to the class and to your grade. Attendance and participation are evaluated using a points program. If you attend every class, arrive on time, stay the full time, stay awake, work on this class only, and take all 4 exams, you will receive 20 points at the end of the course. If you are not in your assigned seat when I take roll, you are absent. If you are tardy beyond 10 minutes, you are absent. If you sleep in class, do other work, or leave before class is over for any reason without my permission, you are disruptive and are absent. If you miss an exam, you are absent. Being tardy less than 10 minutes or disruptive for any reason 2 times counts as an absence. Most important — there are no excuses. Any type of absence counts for attendance/ tardy points whether excused or not. It is your individual choice to attend. EXAM days count for attendance. See the table below for the standards. Any combination of absence, tardy, and disruptive events is used to calculate your course grade. If you come to class regularly and avoid being tardy or disrupting the class, I appreciate your professionalism. It will serve you well in college and beyond. See the table below.

Absent (A)	Tardy (T)	Disruption (D)	Points Earned	Standard
0	0	0	20	Excellent
1	1	1	15	No Excuses
2	2	2	10	No Excuses
3-4	3-4	3-4	5	No Excuses
More	Dean of Students	Dean of Students	0	No Excuses

### IF YOU MUST MISS CLASS:

All of you are at the age where life happens and may require time away from class. University policy states the conditions and remedies for school and personal related absences. These include, but are not limited to school sanctioned activities, illness, civic duty, military service, caregiver leave, and religious observances (to include funerals). In order to treat everyone equally under the law (Federal and State), some form of official documentation is required as to why-when-where. This is not intended to be an invasion of privacy, but will allow me to accommodate you during this unusual period of time. Please inform me of the situation and discuss documentation at [Michael.Sexton@unt.edu](mailto:Michael.Sexton@unt.edu) (faculty account).

### UNT WRITING LAB:

BUSI 1340 is based on the understanding that every student has completed English and writing composition classes. Yet, some of us have developed poor writing habits due to the extended use of Instant Relay Chat and text messaging while driving. Both mediums incorporate short script languages and acronyms that are not appropriate in proper business communication. Also, keep an eye out for passive voice. Please visit the UNT Writing Lab for suggestions at <http://www.unt.edu/writinglab/>.

### DROPPING THE COURSE:

If you decide it is necessary to drop the course, please adhere to the related guidelines presented in the *Fall 2018 Schedule of Classes-University of North Texas*.

### STUDENT PERCEPTIONS OF TEACHING (SPOT):

Student Perceptions of Teaching (SPOT) is the new student evaluation system for UNT implemented to comply with the State of Texas House Bill 2504. Developed and offered by the University of Washington ([IASystem®](#)), this proven system offers both online and paper administration options, as well as evaluation forms that support different pedagogical formats (e.g., large lecture, online, studio). This system also offers many benefits to obtain an overall assessment of the course and instructor. This is an assessment of measuring instructor ability and that course goals were met. All students are encouraged to participate in order to provide a larger sample (better picture). You may access SPOT at <https://my.unt.edu> and selecting the SPOT banner.

### SCHOLASTIC DISHONESTY POLICY:

The UNT Code of Student Conduct and Discipline provides penalties for misconduct by students, including academic dishonesty. Academic dishonesty includes cheating and plagiarism:

The term "cheating" includes, but is not limited to, (1) use of any unauthorized assistance in taking quizzes, tests or examinations including e-mail messages and on-line chat tools; (2) dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments; or (3) the



acquisition, without permission, of tests or other academic material belonging to a faculty member or staff of the university.

The term "plagiarism" includes, but is not limited to, the use, by paragraph or direct quotation, of the published or unpublished work of another person without full and clear acknowledgment. It also includes the unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials. (Source: Code of Conduct and Discipline at the University of North Texas.)

The incident will be reported to the UNT Office of the Provost and the investigation will follow the outlined "Academic Integrity Process" as referenced at <http://www.vpaa.unt.edu/academic-integrity.htm> . If you have engaged 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. This policy is intended to protect the honest student from unfair competition with unscrupulous individuals who might attempt to gain an advantage through cheating.

### **UNT COLLEGE of BUSINESS STUDENT ETHICS STATEMENT\*\*:**

As a student of the UNT College of Business, I will abide by all applicable policies of the University of North Texas, including the Student Standards of Academic Integrity, the Code of Student Conduct and Discipline and the Computer Use Policy. I understand that I am responsible reviewing the policies as provided by link below before participating in this course. I understand that I may be sanctioned for violations of any of these policies in accordance with procedures as defined in each policy.

I will not engage in any acts of academic dishonesty as defined in the Student Standards of Academic Integrity, including but not limited to using another's thoughts or words without proper attribution (plagiarism) or using works in violation of copyright laws. I agree that all assignments I submit to the instructor and all tests I take shall be performed solely by me, except where my instructor requires participation in a group project in which case I will abide by the specific directives of the instructor regarding group participation.

While engaged in on-line coursework, I will respect the privacy of other students taking online courses and the integrity of the computer systems and other users' data. I will comply with the copyright protection of licensed computer software. I will not intentionally obstruct, disrupt, or interfere with the teaching and learning that occurs on the website dedicated to this course through computer "hacking" or in any other manner.

I will not use the university information technology system in any manner that violates the UNT nondiscrimination and anti-sexual harassment policies. Further, I will not use the university information technology system to engage in verbal abuse, make threats, intimidate, harass, coerce, stalk or in any other manner which threatens or endangers the health, safety or welfare of any person. Speech protected by the First Amendment of the U.S. Constitution is not a violation of this provision, though fighting words and statements that reasonably threaten or endanger the health and safety of any person are not protected speech.

**\*\* I did not write this policy which displays terrible use of passive voice, sentence structure issues and other crimes against good writing.**

Student Standards of Academic Integrity  
[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_Affairs-Academic_Integrity.pdf).

Code of Student Conduct and Discipline  
[http://conduct.unt.edu/sites/default/files/pdf/code\\_of\\_student\\_conduct.pdf](http://conduct.unt.edu/sites/default/files/pdf/code_of_student_conduct.pdf).

Computer Use Policy <http://policy.unt.edu/policy/3-10>.



## 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. This includes the use of electronic devices in class unless directed by the instructor.

**No smartphones, laptops, smart watches, or tablets on the desk, in your lap, or in the chair next to you.** Students engaging in unacceptable behavior will be directed to leave the classroom (absence) and the instructor will refer the student to the UNT 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 [www.unt.edu/csrr](http://www.unt.edu/csrr). **Act like a professional and you will be treated as one!** Please see the table below for reference.

Absent (A)	Tardy (T)	Disruption (D)	Points Earned	Standard
0	0	0	20	Excellent
1	1	1	15	No Excuses
2	2	2	10	No Excuses
3-4	3-4	3-4	5	No Excuses
More	Dean of Students	Dean of Students	0	No Excuses

## HELPFUL TIPS

### BE PROFESSIONAL:

Be sure and review the How to talk to a Professor lesson online on Canvas LMS. It is useful to avoid common mistakes in the professor-student relationship. Do not ask me for a deal. Every semester a student will ask me for a deal that is not available to all students. **It is unethical to ask me to give you points that have not been earned and speaks poorly of your integrity and mine if I were to grant your request.** It always results in an embarrassing situation for the student where respect dissolves quickly. A common mistake is to ask to extend deadlines for assignments and/or exams, because you missed the deadline. Under few circumstances will I grant such a request for it is unfair to other students. Missed assignments are assigned a 0. And the most ridiculous and unethical mistake is to ask for a higher grade at the end of the course when you did not earn it. Recently a student asked, "Can you bump me up since I'm close?" When I inquired why the student asked knowing my position already in the syllabus, the answer I got is "I had nothing to lose by asking." My reply was (and will always be) "except my respect." There are points available in the course. Take advantage of them, because at the end of the course is too late. In effect, act professional and you will be treated as one.

### MEET ALL DEADLINES:

Meet all deadlines is one of the most important tips I can give you. This is not a correspondence course. There are hard deadlines to meet as well as face-to-face classroom and online activities to attend. Thus, schedule your time wisely regarding conflicting events like work and family, but always remember that family comes first.

## COMPLETE ALL ONLINE ACTIVITIES:

Not only are higher quiz scores statistically related to higher exam scores, the mere taking of quizzes is related to higher exam scores regardless of the quiz score. You must complete the required chapter quizzes on time to be ready to take the exam.

## BE PATIENT:

Often students become frustrated when taking an online exam. If you complete all the Canvas LMS browser checks and everything works, you should be fine unless your computer freezes or the system crashes. Sometimes a window in the exam may freeze. If so, click on another window or resize it and that will usually fix the problem. If not, restart your computer right away and continue where you left off. Stay calm and it will work better for you to demonstrate your knowledge on the exam. Most important to remember is that once you start an exam, your clock continues to run whether you are online or not. So, do not delay in getting back online after a restart.

## BE HONEST:

Integrity/ethics tests are used in organizations to combat ethical problems. In support of this movement, for each exam you must certify your integrity to get credit. Instructions for how to do so are provided. This check is as important as the exam. One of the issues all students face is the possibility of cheating by their classmates. I take extraordinary steps to make sure that cheating is nearly impossible, can be discovered, and a low probability. One of these steps is the integrity check. Make sure you complete it to get credit. The best INTEGRITY CHECK is to behave appropriately and consistent with the UNT academic integrity standards. In addition, I use several techniques to ensure integrity is high on INET exams, including questions delivered randomly, one at a time, and timed. Remember, I can observe your activity in Canvas LMS at my discretion. So, if you are honest and do not violate the Code of Conduct, all will go well and I won't have any reason to question your integrity. What you do when no one is looking is the real test of character. Stay on the high road.

## BE PREPARED:

There is no substitute for preparation and it is the key to your success. Given you have all the material needed to do well on the exam, you'll have a better chance to score well since there is not enough time to look everything up. This subject matter can be difficult and involves terms and concepts that take some time to learn. Know the language and understand the concepts. By now you should know what methods work best for you to achieve the highest level of learning. Apply them well for INET exams will test your knowledge and understanding similar to word problems in math. Evidence supports that my preparation method works. Therefore, I recommend you follow these preparation tips listed in the following table. Past experience and student feedback reveals that if you follow these tips, you give yourself the best chance to do well in this course. Read these action tips carefully.

ACTION	PREPARATION
<b>Read the Chapters</b>	Don't take notes or highlight on the first reading.
<b>Highlight Chapters</b>	Read the chapters a second time while taking notes and highlighting.
<b>Create a Study Guide</b>	Organize your notes (transfer) into a personal study guide. This will help you with content and vocabulary. Be careful with acronyms that you may not remember later.
<b>Read the Lessons</b>	Chapter and supplemental lessons will be on the test.

<b>Take the Syllabus Quiz</b>	You may use your syllabus to take the exam. This is the only time where notes or aids are permissible.
<b>Do the Online Learning</b>	We adopted Pearson's MyBizLab to help with learning and retention. You will find all sorts of learning aids to accommodate different learning styles. Some students should consider downloading a PDF reader for the ebook. Example: Naturalreaders.com
<b>A Good Night's Sleep</b>	This tip will serve you well if you have prepared and know the material. You will go blank at exam time if you are too tired. We have all tried to pull all-nighters and these do not work. This is not learning, but cramming. What do you remember from last semester? See what I mean?

### BE CAREFUL:

Be careful when reading questions, reading answers, selecting answers, saving questions, and submitting an exam. INET exams are different than paper & pencil exams in class. Use the syllabus exam to become comfortable with the techniques needed to comply with the instructions. Watch your elapsed time clock to make sure to use the time wisely. Read the questions and the answers carefully. Do not wait until the last minute to access the exam because your clock may differ from Canvas LMS. In particular, do not submit your exam until you are done. Do not be sloppy with your mouse/input device, because if you submit your exam by mistake before you are done, it is submitted. Be careful.

### TAKE A PERSONAL STAKE:

You are on your own with tremendous freedom as to when to wake up, when to go to bed, when to attend class, who to date, how to behave, and if a degree is earned. Character is often defined by what you do or not do (behavior). Likewise, your grade is mostly under your control. Take pride in your work, meet the standards, know the due dates, and understand the grading scale. Procrastination is a killer here.

### YOUR SUCCESS OR FAILURE:

To be a successful college student is to exercise self-control. It will make the difference between success and failure in school and in your career that follows. Just because you can stay up all night now does not mean you should. **Nobody can give you self-esteem, you earn it through achievement.** And, achievement comes from having enough self-control to get all your work done on time with the highest quality you can produce. In effect, the sooner you get control of yourself, the sooner you will succeed. To learn more about campus resources and information on how you can achieve success, go to <http://succeed.unt.edu>.

### PERSONAL COPYRIGHT:

I earn income performing voice overs for film, training and educational videos, web sites, corporate events (emcee), corporate telephone systems, radio, and television. I own the copyright on my voice and image. Therefore, you may not record me without permission.

**BUSI 1340 – Managing the Business Enterprise**  
**Course Outline - Fall 2018<sup>1</sup>**

<b>Week</b>	<b>Date</b>	<b>Topic</b>	<b>Reading/Assignment</b>
<b>1*</b>	Aug 28	- Introduction & Overview	Read the syllabus Hand-outs
	Aug 30	- The US Business Environment	Text: Chapter 1 Handouts
<b>2</b>	Sept 04	- Understanding Business Ethics and Social Responsibility - Guest speaker - Mr. Peter Balabuch	Text: Chapter 2 <b>Seating Chart</b>
	Sept 06	- Entrepreneurship, New Ventures, and Business Ownership	Text: Chapter 3 <b>DUE: PCQ2, PVQ2 &amp; PMS2 @ 10 AM</b> <b>DUE: Syllabus Quiz @ 5 PM</b>
<b>3</b>	Sept 11	- Understanding the Global Context of Business - Guest speaker - Academic Advising	Text: Chapter 4 <b>DUE: PCQ3, PVQ3 &amp; PMS3 @ 10 AM</b>
	Sept 13	- Guest Speaker - Dr. Brian Hirsch	Career Center
<b>4 Laptop</b>	Sept 18	- Team Time for CTE1	<b>DUE: CTE1 @ 5:00 pm</b> <b>DUE: PCQ4, PVQ4 &amp; PMS4 @ 10 AM</b>
	Sept 20	- Managing the Business	Text: Chapter 5
<b>5</b>	Sept 25	- <b>Exam #1 (chaps. 1-4, guest speakers and additional material)</b>	Online
	Sept 27	- Organizing the Business	Text: Chapter 6 <b>DUE: PCQ5, PVQ5 &amp; PMS5 @ 10 AM</b>
<b>6</b>	Oct 02	- Operations Management and Quality for Producing Goods and Services	Text: Chapter 7 <b>DUE: PCQ6, PVQ6 &amp; PMS6 @ 10 AM</b>
	Oct 04	- Guest Speaker OPM/LOG - Dr. Logistics	<b>DUE: PCQ7, PVQ7 &amp; PMS7 @ 10 AM</b>
<b>7 Laptop</b>	Oct 09	- Team Time for CTE2	
	Oct 11	- Employee Behavior and Motivation	Text: Chapter 8 <b>DUE: CTE2 @ 5:00 pm</b>
<b>8</b>	Oct 16	- <b>Exam Two (Chaps. 5-7, guest speakers, and additional material)</b>	Text: Chapter 8 <b>DUE: PCQ8, PVQ8 &amp; PMS8 @ 10 AM</b>
	Oct 18	- Leadership and Decision Making	Text: Chapter 9

<sup>1</sup>This schedule is not absolute. While every effort will be made to follow the schedule as listed, changes may be made as needed. It is your responsibility to be aware of any announced changes.

<b>9</b>	Oct 23	- Human Resource Management and Labor Relations	Text: Chapter 10 <b>DUE: PCQ9 &amp; PVQ9 @ 10 AM</b>
	Oct 25	- Guest Speaker from HR - Dr. HR	Text: Chapter 10
		- Breathe in...	
<b>10</b>	Oct 30	- Marketing Processes and Consumer Behavior	Text: Chapter 11
	Nov 01	- Guest Speaker from MKTG - Dr. MKTG - Mr. Sales	Text: Chapter 11 <b>DUE: PCQ10, PVQ10 &amp; PMS10 @ 10 AM</b>
<b>11</b>	Nov 06	- <b>Exam three ( Chaps. 8-11, guest speakers, and additional material)</b>	<b>DUE: PCQ11, PVQ11 &amp; PMS11 @ 10 AM</b>
	Nov 08	- Guest Speaker ACCT - Dr. ACCT	Text: Chapter 15
<b>12</b>	Nov 13	- Information Technology for Business - Guest Speaker ITDS - Dr. ITDS	Text: Chapter 14
<b>Laptop</b>	Nov 15	- The Role of Accountants and Accounting Information - Team Time for DMS	Text: Chapter 15
<b>13</b>	Nov 20	- Managing Business Finances - Guest Speaker RMIN - Dr. RMIN/ INS	Text: Chapter 17 <b>DUE: Team DMS @ 5 PM</b>
	Nov 22	- <b>University Closed</b>	
<b>14</b>	Nov 27	- Managing Business Finances - Guest Speaker FINA - Dr. FINA/ FPLN	Text: Chapter 17 <b>DUE: PCQ15, PVQ15 &amp; PMS 15 @ 10 AM</b>
	Nov 29	- Guest Speaker REAL - Dr. REAL	<b>DUE: PCQ17, PVQ17 &amp; PMS17 @ 10 AM</b>
<b>15</b>	Dec 04	- Work on Synopsis/ Self Reflection paper	<b>DUE: SSR Paper @ 4:59 PM</b>
	Dec 06	- Reading day.	<b>Study for final exam.</b>
<b>16</b>	Dec 11	- <b>Final Exam Today (chaps. 14, 15 &amp; 17, guest speakers, and additional material)</b>	Section 1 Room: BLB 080 10:30 am – 12:30 pm
	Dec 13	- <b>Final Exam Today (chaps. 14, 15 &amp; 17, guest speakers, and additional material)</b>	Section 2 Room: BLB 180 TBA
	Dec 16	Grades posted in Canvas LMS.	
		I wish you Success and Peace!	