BASIC ECONOMICS
Spring 2016
ECON 2143
Online Course

Instructor: Dr. Muhammad Saifur Rahman
Physical Office Location: JBHT 414
Virtual Office: Blackboard Collaborate
Office Hours: MWF 10.45 am – 11.45 am and by appointment. These office hours can take place through Bb Collaborate or in person. If you cannot make it during my office hours let me know and we can set an appointment at time that fits your schedule.
Phone: TBA
Email: murahman@walton.uark.edu

Supplemental Instruction Leaders:
TBA

Textbook and other requirements:

- Essentials of Economics, 6th, N. Gregory Mankiw. ***(E-book in Aplia online that can be accessed through Blackboard, please go to the Textbook section on Blackboard in order to find out how you will gain access to your E-book).***

The Course:
This course is a study of economic theory applied to activities associated with the 21st century global perspectives. The course analyzes and reveals the environments that are significant in business activities as they relate to economic decision-making at the micro and macro levels. In this course, you will come to understand the operations of the national economy in a global setting. This course will be broadly divided into two parts. In the first part, we will look at the microeconomic foundations. In this part, we will first develop an understanding of the "language" of microeconomics. This will be done through introducing basic concepts in microeconomics such scarcity and choice, trade, market models of demand and supply. Next, we will introduce more advanced topics such as utility maximization by the household and profit maximization by the firms. We will conclude the first part by looking at alternative market structures and how consumer and producer's behavior vary under different market conditions. In the second part, we will look at the macroeconomic foundations. We will first develop an understanding of the "language" of macroeconomics. By learning how several key macroeconomic indicators are defined and measured, we will understand how the health of the national economy is gauged through the observation of these key economic indicators. Also, we will come to understand how the supply of money in the United States is determined and measured by developing an understanding of the regulated banking sector in the United States. We will also uncover how the decisions of the president, the legislature and the Chairman of the Federal Reserve Banking System interact with the behavior of the private sector decision makers to influence macroeconomic outcomes.

We will have some discussions based on newspapers, magazine articles, and videos about economics and/or the concepts that we are covering in class. These articles will set the stage for discussions and blogs that will provide you with extra credit opportunities. These discussions should be challenging for you, your classmates and me but most be carried out in the most respectful way possible. We will follow the rules of conduct of the University (http://handbook.uark.edu/codeofstudentlife.php) and you are expected to be polite, respectful and watch your language at all times.

Course Objectives: Upon successful completion of this course, students will be able to:

1. Use fundamental economic concepts at the micro and macro levels.
2. Employ marginal analysis and the economic way of thinking.
3. Examine topics from an economic perspective.

Lecture Materials – Supplemental Instruction Sessions and other Expectations

This is an online course and there are few things that you need to understand in order for you to be successful. First of all, you need to make sure that you can access Blackboard (learn.uark.edu) and that you can see and access some of the materials (videos, assignments, articles, etc.) as soon as possible. Your access to the online materials is crucial for your success. Please test and ensure your access as soon as possible. The hardware/software requirements are listed on the last page of this syllabus. There are no "classroom lectures" for this course, all the materials are distributed to you via Blackboard (Bb), and all your assignments will also be submitted online as well. For every lesson in Bb you will have a "To Do List" that will always start with the reading assignments for the lesson. After the reading assignment you will always be asked to submit a "Post Reading Assignment" which does count for your grade (as noted in the Grade Section below) and will provide me with a good idea of which concepts need to be covered in more depth and for which I will create some mini lectures (made available through Bb).

The Economics Department at the University of Arkansas requires Supplemental Instruction (SI) sessions for all the principles courses. ***You will be able to attend these sessions either online (through Bb Collaborate) or in person at classroom yet to be determined.*** These sessions provide you with a unique opportunity to socialize with your classmates, work on problems and questions that pertain to the materials covered in class, and to ask specific questions. ***You are expected to attend at least 10 of the 12 sessions that will be offered, attendance and participation in these sessions will count towards your grade as well.*** **The sessions will begin on the week of January 19th.** ***You will be registered into an SI session once the schedule for the sessions is set based on your answers to the SI Survey. The registration process will be through the ELC website and more information will be provided in due time.***

You are expected to read all the materials and to participate in the SI sessions, but you are also expected to reach out to me or your SI leader when you have questions. We will develop supporting materials but we need to know if we need to work on something specific for you. Please do not hesitate to ask if you have questions or if you need additional help.

After reading the materials, having worked on the post-reading assignments, having attended the SI sessions, having watched the mini-lectures, perhaps having visited with me in my office hours, you will have to submit the homework assignments for each chapter in the lesson.

This is a hard class, it will require a lot of attention, dedication and time on your part. I will make every effort to make it interesting, challenging and most importantly useful for you in the future. I want to make something clear right from the start. You are a **STUDENT** and as a student you are expected to: **THINK** about the subjects/concepts, **DO YOUR HOMEWORK, READ and GO THROUGH ALL THE MATERIAL** assigned for the lessons, and most importantly **ASK QUESTIONS**. Remember, I am your professor, if you have doubts or questions about the material covered in the lessons, you should feel free to ask me at any time. The easiest way to communicate with me will be through email

(murahman@walton.uark.edu), I will try to reply to all emails I receive before 7pm before I go to bed. But you should receive a reply from me in period of 24 hours or less.

Course Outline:

In essence for every lesson you will go through similar steps:
1) Read the material (book chapters and additional readings)
2) Work on the Post Reading Assignments
3) Look for the mini lectures of the material. Each lesson has videos from the previous semester and we will produce new ones as we go through the semester, so keep coming back to check these mini lectures)
4) Attend the Supplemental Instruction (SI) session and ask any and all questions you have.
5) Visit with me during my office hours in person or online (through Bb Collaborate) and ask questions as well.
6) Work on the Homework Assignments (online) for each chapter in the lesson. (Make sure that you check for the mini lectures for the materials included in the homework)
7) In some cases there will be some extra credit activities that will ask you to participate in a discussion board, post a blog, or simply attend an online session (experiment) for which we will have more details later on.

There are 14 lessons in total, covering different chapters and additional materials. You can go to Bb and click on the first 4 lessons. The rest will be made available as the semester progresses, making sure that changes and your suggestions throughout the semester are incorporated for later lessons.

Grades

There will be two exams (Exam 1 and a final exam). **You will have two assignments for each chapter we cover in each of the lessons. One is due right after the reading assignment and the other one is due about 10 days after the reading assignment is due.** The first assignment, the post reading assignment, has to be submitted through Bb, while the second one, the homework assignment, is submitted through the "Aplia site" that is accessed through Bb. These assignments must be completed before or on the due dates stated on the **To Do List** for each lesson. ***No late homework assignments will be accepted.*** There will be a number of extra credit assignments throughout the semester (at least six). Usually these are based on assigned readings/videos/experiments that apply the concepts and issues covered in class. The final grade percentage distribution and important dates are listed in the table below. **Exams will have a multiple-choice format and will take place online through an online live proctoring site unless other arrangements are deemed necessary.** The procedure for reserving your spot for the exam will be explained later on through a mini-lecture that will be posted on Bb. I will alert you as soon as it is made available. ***Questions regarding homework/exams grades can be submitted by email, but I may ask you to come and see me personally in my office or to schedule an appointment for an online Bb Collaborate session in order to go through some of the more complicated concepts/topics individually.***

The grade distribution for this course will be as follows:

Grade Component	% of Grade	Dates
Exam 1	20%	TBA
Homework Average of "Homework" assignments (for each Chapter in each lesson) dropping the lowest 3	30%	Check To Do List for every Lesson
Average of the best 10 "Post-Reading" assignments (there is one for each Chapter covered in the lessons)	10%	Check To Do List for every Lesson
Participation in SI Sessions (questions and participation)	10%	Throughout the semester You need to sign up for a session schedule that you will attend throughout the semester. The registration is done on a first come first serve basis in Blackboard.
Final Exam	30%	TBA
Total	**100%**	

Make-up Tests:

Standard University of Arkansas policies concerning this issue will be followed. If you miss an exam and you want to take a make-up test, you must have a valid excuse (i.e., death in the family, serious illness and/or hospitalization) and be able to provide proof of this excuse. Also you must contact me within 48 hours of the missed exam, or as soon as possible, so we can make the proper arrangements for the make-up test. When possible make-up tests will also be through the online proctoring site unless other arrangements are deemed necessary.

Extra Credit:

The extra-credit opportunities (reading assignments and extra activities) will be presented to you through announcements and additions to the To Do Lists for each lesson. They can count as a maximum of 5 points towards your final grade.

Academic Integrity:

All students are expected to understand and adhere to the University's policy on academic integrity. For more information you can access the Provost's official site on this topic at: http://provost.uark.edu/245.php. The university states that "[a]cademic dishonesty involves acts that may subvert or compromise the integrity of the educational or research process at the University of Arkansas, when such acts have been performed by a UA student. Academic dishonesty includes, but is not limited to, any act by which a student gains or attempts to gain an academic advantage for him/herself or another by misrepresenting his/her or another's work or by interfering with the independent completion, submission, or evaluation of academic work. Here is a link to a video that Provosts Gaber developed for all students to watch: http://www.youtube.com/watch?v=v6RFoumit7c.

Inclement Weather Policy:

This is an online class and therefore inclement weather conditions may have different effects on the progress of the course. Mostly they may affect the SI sessions that you can attend in person or online. If the servers of the University are not working or if our online infrastructure fails please be patient and you will hear from me as soon as possible.

The University's policy is to remain open in all weather conditions; however, each employee is given the responsibility for deciding whether to report for work during inclement weather. If we will ***not*** be meeting online due to inclement weather, I will attempt to let you know via e-mail and through an announcement in the Blackboard.

Whenever the weather is bad, check the University's Weather Policy page on the web (http://handbook.uark.edu/appendixi.php) for information on the University's hours and the operation of Razorback Transit routes call the "hot line" at 575-7000 and check the homepage of the University for More Information.

Accommodations for Students with Disabilities:

Students are responsible for requesting accommodations from the Center for Educational Access. It is the Walton College policy that students must also request testing accommodations from their instructor; this should be done in writing, ten days prior to the test date. Given the online nature of the course, please communicate with me as soon as possible regarding any and all accommodations you may need. We will work together with the Center for Educational Access in order to find the best alternative for you. Feel free to visit and reach out to the Center for Educational Access, their website can be accessed at http://cea.uark.edu//.

Disclaimer:
The instructor reserves the right to alter the contents, requirements and/or scheduling of this course as he sees fit.

Tentative Schedule for the Course

Date	Chapters
Week 1	Chapter 1: Ten Principles of Economics.
	Chapter 2: Thinking like an Economist.
Week 2	Chapter 4: The Market Forces of Supply and Demand.
	Chapter 5: Elasticity and Its Application.
Week 3	Chapter 7: Consumers, Producers, and the Efficiency of Markets.
	Chapter 8: Application: The Costs of Taxation
Week 4	Chapter 12: The Costs of Production.

Week 5	Chapter 13: Firms in Competitive Markets.
	Chapter 14: Monopoly
Week 6	Chapter 15: Measuring a Nation's Income.
Week 7	Chapter 16: Measuring the Cost of Living.
Week 8	Chapter 17: Production and Growth.
Week 9	Chapter 18: Saving, Investment, and the Financial System.
Week 10	Chapter 20: Unemployment and Its Natural Rate.
Week 11	Chapter 21: The Monetary System.
Week 12	Chapter 22: Money Growth and Inflation.
Week 13	Chapter 23: Aggregate Demand and Aggregate Supply.
Week 14	Chapter 24: The Influence of Monetary and Fiscal Policy on Aggregate Demand.

Appendix 1. Hardware/Software Requirements

If your computer does not have the proper hardware, Blackboard may run slowly or may not run at all. Prior to using Blackboard on your computer, compare your current system configuration with the system requirements below.

Hardware Minimum Requirements

- Functioning computer (desktop/laptop, PC is preferred)
- Functioning Web-cam and microphone for computer
- 1.5 GHz CPU or greater with minimum of 1GB RAM
- Network adapter: LAN (Ethernet) or wireless (WiFi)
- DSL or cable broadband Internet (Dial up not compatible)
- 3G & 4G connections not recommended when taking tests
- CD/DVD drive and speakers may be required; refer to course requirements

Operating Systems, Web Browsers & Plugins

- Windows XP, Vista, 7, or 8
- MAC OS X 10 or later
- OS x 10.4 Tiger not supported
- JAVA Runtime Environment 6
- Blackboard Learn requires the latest version of Sun JRE 6. The JRE can be downloaded from http://java.sun.com/javase/downloads/index.jsp.

The following technologies are not supported:

- Internet Explorer 6 and Internet Explorer 7
- Firefox 1.x, 2.0, 3.0, and 3.5
- Safari 2.0, 3.x (or any version on Windows)
- Mac OSX 10.4 "Tiger"
- Java 5

If the computer you are using has a different browser than those indicated above, you still may be able to use parts of Blackboard. However, you may also experience problems, especially when completing quizzes and tests or using chat and the virtual classroom.

Blackboard advises that your web browser conforms to certain standards. If you have an out-of-date or unsupported browser, it is suggested you either download a certified version of your current browser or a different certified browser before attempting to log into Blackboard. For more assistance, refer to the Blackboard Support Checklist.

Browser Configuration

Your browser must be configured properly as follows:

- JavaScript must be enabled.
- Cookies must be enabled.
- Pop-up windows must be enabled.

Browser Plug-ins

At a minimum, you will need three browser plug-ins to use BlackboardTM Learn Release 9.1: Adobe Reader, Adobe Flash Player, and the Java Runtime Environment plug-in.
To download and install the current versions of Adobe Reader and Adobe Flash Player:

- Go to http://www.adobe.com/.
- Click the "Get Adobe Reader" button.
- Return to http://www.adobe.com/.
- Click the "Get Adobe Flash Player" button.

You will also need the correct version of the Java plug-in (note this is not the same thing as JavaScript). BlackboardTM Learn Release 9.1 will not run properly if you are using an incompatible version of Java or if you have multiple versions of Java installed. Verify your Java plug-in is functioning properly by visiting: http://www.java.com/en/download/help/testvm.jsp

Connection Speed

Once you have ensured that your computer has the proper operating system and hardware to run BlackboardTM Learn Release 9.1, you should verify that your Internet connection is fast enough to support BlackboardTM Learn Release 9.1. Online courses may require you to download/upload large files and often include streaming audio and video, both of which require faster connections. It is not recommended that you use a dial-up connection

Course Syllabus

ISYS 1123 – Business Application Knowledge

Dr. Erica Holliday
Information Systems Department
Sam M. Walton College of Business
Fayetteville, Arkansas

E-mail: EHolliday@walton.uark.edu
Office Hours: By Appointment Only

Fall 2015
(August 24, 2015 – December 18, 2015)

ISYS 1123
Business Application Knowledge
On-Line Course

Course Description:

An introduction to computer literacy using business application software: email; Internet; word processing; spreadsheets; presentation; database; collaborative/groupware; and integration of computer applications. This course introduces the student to computer Concepts and Microsoft Office - Word, Excel, Access, and PowerPoint. The student will learn to use Microsoft Office to manage finances, work with formulas, charts and graphics, and the development of professional worksheets and presentations. Students learn business computing through appropriate self-paced, computer-based instruction. *Non-degree credit for business students; may be used to fulfill WCOB 1120 degree requirement.*

Student Learning Outcomes

- Define concepts, conventions, and terminology associated with the current computing technology used in business
- Cite the commonly accepted characteristics of professional etiquette in business communications.
- Demonstrate effective use of **Blackboard**
- Demonstrate fundamentals of file management & apply basic knowledge of working with **Microsoft Windows**
- Employ selected **Microsoft Office** applications in business settings (**Microsoft Word, Excel,** and **PowerPoint**)
- Use the **Internet** and demonstrate its use in business research
- Assemble and apply various computer technologies to ensure success personally and professionally
- Prepare professional documents, electronic spreadsheets, databases, and presentations as needed in business environments

Provided Resource: (No additional purchase required)

SAM 2013 Assessment, Training, and Projects w/MindTap Instant Access Code. *Shaffer/Carey/Parsons/Oja/Finnegan.*

This resource is provided to you by the university. You are not required to purchase it. You will be provided with the instructions to access your resources.

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Optional MOS Certification Voucher Purchase:

If you are interested in the completion of the Microsoft Office Specialist (MOS) Certifications (excellent addition to your resume and future employability skill set), you may purchase exam Certiport vouchers from the bookstore or online at http://www.cengagebrain.com/course/1-23NGEOT. All testing must be completed at a Certiport testing center. Further information can be found on the course Blackboard.

Those interested in taking the MOS certifications can contact Brittany Bright, bbright@walton.uark.edu, at the end of the semester to request complimentary online access to MOS Certification preparation materials. Further instructions for accessing materials will be provided at that time.

MOS Certification Paper Exam Voucher:

(Note: This is available in the campus bookstore - it is a printed card and not an online purchase. Use the website provided above for an online purchase.)

ISBN: 1-4239-2451-7

Communication between Administrator/Coaches and Student:

We will be using Blackboard and its features for communication in this on-line course. Blackboard allows for the posting of announcements, assignments, grades, sending email, group discussions, and virtual office hours. The website address is http://learn.uark.edu. It will be each student's responsibility to check the blackboard page for news and/or announcements, as well as any changes and/or additions to the tentative schedule. This webpage and e-mail will be used extensively throughout the session as our "communication tool."

Blackboard & Collaborate Support

If you have any questions about **Blackboard** contact Blackboard Support: 479.575.6804. The hours are:

- Mon - Thurs 7 am – 10 pm
- Friday: 7 am – 5 pm
- Saturday: 11 am – 4 pm
- Sunday 6 pm – 11 pm

You can also contact Blackboard support by emailing bbhelp@uark.edu.

After-Hours Support

If Blackboard is not responding, or there are problems with the system after business hours, please call 479.575.2904. The appropriate personnel will be notified.

Course Content Support

If you have any questions about the course content (assignments, deadlines, etc), please contact your instructor, Erica Holliday. You can contact your instructor at EHolliday@walton.uark.edu or 479-575-4557. Email will receive the quickest response. I will respond to emails within 48 hours (business days). Do not email me 1 hour prior to your assignment deadline & expect a response in time to resolve an issue (and an extension will not be provided when you do so).

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SAM M. WALTON COLLEGE OF BUSINESS

Hardware/Software Requirements

Course Software Requirements

ISYS 1123 will **require that you have Microsoft Office 2013 for completion of class projects**. Prior versions of Microsoft Office will not have all of the features and options needed. Mac 2011 is not fully compatible with the assignment features in this course. **If you have a Mac, then it will be your responsibility to make arrangements to use a PC (either on or off campus).** The required version of MS Office is not available for the Mac and it is not fully compatible with the testing site used for this course due to flash incompatibilities. ***It is at the student's own risk if a Mac is used.***

VLab Option for Office 2013 Access & Mac Users

The university has a virtual lab that you as a student have access to called VLab. You can login to VLab by going to http://vlab.uark.edu/. Follow the on-screen instructions for logging in to gain access to Office 2013. **While this may be used for projects and quizzes, you will need to seek an alternate computer option for completion of the proctored midterm and final exam.** If you choose to disregard the recommendation not to use a Mac, and experience issues such as not being able to type, not being able to right click, or the flash in your browser crashing during your exams...you will not receive points to make up for this.

In order to accommodate online exam proctoring, you must also have access to a webcam. There are a few computers in the library, the Union computer lab, and the Student Technology Center (STU) that will provide alternative options if needed. Refer to the Resources link on the course Blackboard for more information on availability of these resources.

Blackboard Requirements

If your computer does not have the proper hardware, Blackboard may run slowly or many not run at all. Prior to using Blackboard on your computer, compare your current system configuration with the system requirements below.

For more assistance, refer to the Blackboard Support Checklist.

Blackboard occasionally schedules "down time"; users will be notified in advance through a system-wide announcement so schedule your online work accordingly. If you are experiencing difficulties with the operation or navigation of Blackboard you can visit the UA Blackboard Help web site.

Etiquette Policy

Remember you are in a college level course, so you are expected to approach all assignments in a professional and intelligent manner. This means in all communications (via email, blog posts, wiki activity, etc) you should:

- Use correct spelling and grammar
- Avoid use of emoticons
- Avoid use of net abbreviations (LOL, idk, etc)
- Avoid the use of slang (sup!, that's cool!, etc)

When posting comments on other people's work in blogs, wikis, or peer reviews keep your tone positive and encouraging. Use terms like "I think" or "I believe", "such and such would be better" instead of "you should" or "you need to" "change such and such." It is recommended that you review the Code of Student Life from the Student Handbook.

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UNIVERSITY OF ARKANSAS
SAM M. WALTON COLLEGE OF BUSINESS

Academic Integrity Policy

There is absolutely NO Tolerance for cheating. I am steadfast to the principle of academic honesty and I expect each student to maintain a high standard of academic integrity. I will not and do not tolerate cheating. My pledge to you is to provide a learning environment that is conducive to academic honesty in and out of the classroom. I support the University of Arkansas' policy on academic dishonesty (*University of Arkansas: Undergraduate Studies Catalog.*) I will investigate any and all forms of academic dishonesty.

As a core part of its mission, the University of Arkansas provides students with the opportunity to further their educational goals through programs of study and research in an environment that promotes freedom of inquiry and academic responsibility. Accomplishing this mission is only possible when intellectual honesty and individual integrity prevail.

Each University of Arkansas student is required to be familiar with and abide by the University's 'Academic Integrity Policy' which may be found at http://provost.uark.edu/ Students with questions about how these policies apply to a particular course or assignment should immediately contact their instructor.

In any event, *all grade sanctions* must be reported to the ***Office of Community Standards and Student Ethics (OCSSE),*** which may decide to take further action such as expulsion from the University of Arkansas.

Academic dishonesty involves acts that may subvert or compromise the integrity of the educational process at the University of Arkansas. Included is an act by which a student gains or attempts to gain an academic advantage for himself or herself or another by misrepresenting his or her or another's work or by interfering with the completion, submission, or evaluation of work. These include, but are not limited to, accomplishing or attempting any of the following acts as stated by the Catalog of Studies that relate to this course:

- Using any materials that are not authorized by the instructor for use during an examination.
- Copying from another student's computer/paper during an examination.
- Collaborating during an examination with any other person by giving or receiving information without specific permission of the instructor.
- Stealing, buying, or otherwise obtaining information about an examination not yet administered.
- Collaborating on laboratory work, take-home examinations, homework, or other assigned work when instructed to work independently.
- Substituting for another person or permitting any other person to substitute for oneself to take an examination.
- Sabotaging of another student's work.
- Falsifying or committing forgery on any University form or document.
- Committing any willful act of dishonesty that interferes with the operation of the academic process.
- Facilitating or aiding in any act of academic dishonesty

Application of the Academic Honesty Policy, as stated at http://provost.uark.edu/ will be fully adhered to in this course. Academic dishonesty involves any act, which may subvert or compromise academic integrity or the integrity of the University's 'Academic Integrity Policy'. Also, be sure to view Provost Gaber's video on Academic Integrity for students here at the University of Arkansas.

WATCH VIDEO

Academic Integrity for Students

Duration: (3:43)

User: universityarkansas – Added: 8/16/12

YouTubeURL: http://www.youtube.com/watch?v=LpjVjJWpb8w

Course Syllabus

ISYS 1123 – Business Application Knowledge

UNIVERSITY OF ARKANSAS
SAM M. WALTON COLLEGE OF BUSINESS

Accommodations:

University of Arkansas Academic Policy Series 1520.10 requires that students with disabilities are provided reasonable accommodations to ensure their equal access to course content. If you have a documented disability and require accommodations, please contact me privately at the beginning of the semester to make arrangements for necessary classroom adjustments. Please note, you must first verify your eligibility for these through the Center for Educational Access (contact 479–575–3104 or visit http://cea.uark.edu for more information on registration procedures). CEA can also be contacted via email at ada@uark.edu.

Students are responsible for requesting accommodations from the Center for Educational Access (CEA), who will then notify your instructor. The Walton College policy is that any student must also request testing accommodations from their instructor. Schedule a meeting with me in my office to discuss necessary arrangements, as needed.

Academic Support

For those struggling in any academic area, the University offers support services which can be located at the Academic Support website.

Equal Treatment for All:

The University Catalog reprints the Campus Council Statement on Discrimination. In the spring of 1983, the Campus Council adopted a statement on equal treatment, amended in fall 1991: "The Campus Council of the University of Arkansas, Fayetteville, **does not condone discriminatory treatment of students or staff on the basis of age, disability, ethnic origin, marital status, race, religious commitment, sex, or sexual orientation in any of the activities conducted on this campus. Members of the faculty are requested to be sensitive to this issue, when, for example, presenting lecture material, assigning seating within the classroom, selecting groups for laboratory experiments, and assigning student work. The University faculty, administration, and staff are committed to providing an equal educational opportunity to all students."**

Inclement Weather Policy

In case of inclement weather or technological problems that prevent the University from providing access to course materials, you may contact the instructor via email or given phone numbers. In addition, the instructor will notify students as soon as possible in such instances and provide instructions on how the course will proceed.

Attendance Policy:

This is a self-directed course so you will be responsible for the completion of learning simulations, assignments, and assessments as instructed. My best advice to you is to stay caught up on materials and to work as if you were meeting face-to-face. **Each module will have a deadline**. You will be required to keep contact with your instructor or assigned coaches on a weekly basis. Any questions you may have will be addressed via email or collaborate sessions within Blackboard.

Weekly Collaboration Session

You will be required to attend a weekly collaborate session with your assigned coach. Collaborate sessions will be available weekly (starting in week 3). You will be responsible for signing up for an available session that fits your schedule during week 2. This 15-20 minute session will allow for questions and answers and additional assistance with problems. You will be instructed to sign up for an available time that you will attend online each week in Blackboard Collaborate (more information will be available on times and accessing Blackboard Collaborate during week 2 of the course).

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Late Work Policy

While this is a self-directed online course, it is expected of you to stay active within the course and not submit all work at the last minute. **Any assignments given a specific deadline will not be accepted as late without a pre-approved university excused absence preventing completion of assignments for the week**. The student will not receive credit for assignments or exams attempted after the given deadline. No make-up or extra credit assignments will be offered to meet course requirements. **No extensions will be provided due to issues with assignments attempted at the last minute.** Do not procrastinate assignments.

Please note that personal technical issues (i.e. computer crashes or lack of knowledge of Blackboard) are considered to be the responsibility of the student and will not excuse the student from assignments or other course responsibilities. While we will do our best to provide technical assistance, it is highly recommended that the student develop a local back-up plan to assist in the event that technical difficulties are experienced during the course. **You will NOT be provided deadline extensions in the event you waited until the last minute and experience a personal technical issue.**

Grading

This on-line course will be composed of discussion/participation, assignment, and quiz/exam components. Each of these portions will constitute your grade.

Grading Scale		Weighted Categories	
A	89.5-100	Discussion/Participation (Discussions, Blogs, & Coach Sessions)	10%
B	79.5 – 89.4		
C	69.5-79.4		
D	59.5-69.4	Projects	30%
F	59.4 & Below	Exams & Quizzes	60%

Your final grade for this course is a weighted average. Missing assignments will significantly impact your grade. All assignments are expected to be submitted by the posted deadlines and will not be accepted late. Additionally, no extra credit will be provided to make up for missing points.

Note: *The method for calculating your weighted average will be taught in the course; however, any miscalculations by the student are his/her responsibility and will not reflect your submitted grade for the course.*

Below is a *tentative* breakdown of the points for this course.

Discussions/Participation	115 points
Projects	815 points
Exams/Quizzes	355 points
Total	1285 points

Disclaimer:

The instructor may deviate from the schedule and/or make changes to the syllabus. Changes from the schedule/syllabus/points will be announced on blackboard, and via e-mail.

University of Arkansas
Sam M. Walton College of Business

Syllabus – Fall 2015
ACCT 2013 – Accounting Principles

Instructor: Vern Richardson
Meeting time: Online Course
Office Hours: by email

E-mail: vrichardson@walton.uark.edu; e-mails sent M-F before 7:00 p.m. will be answered that day, e-mails sent after 7:00 p.m. will be addressed the following day. Weekend e-mails will be responded to within 24 hours.

Course Description
This course examines the relationship between economic events and the accounting view of those events. It explores the information that is captured by various accounting models, and information that is ignored. The course emphasizes business processes and double entry accounting.

Course Objectives
Upon completion of this course, the student will be able to demonstrate ways in which accounting captures information about economic events through the use of double entry accounting, accounting information systems, and relational databases.
Upon completion of this course, the student will be able to analyze the impact of economic events on financial statements and how the financial statements influence the decisions made by the financial statement users.

Textbook and Other Required Materials
You will need to purchase the following materials:

"Financial Accounting" 3e, by Spiceland, Thomas and Herrmann, 2014 with Connect Access.
McGraw Hill "Connect" software product – will manage the homework. ISBN 978-0-07-802554-9

Course Management Software
The course is supported by Blackboard course management system. Blackboard provides the home base for this course. I will use Blackboard to communicate with you, to provide you with course materials, including course syllabus, handouts, PowerPoint slides, and assignments. Blackboard also provides you with a meeting place for your group so you will be able to meet on line as well as in person.

Every student will receive a Blackboard login and password with which you can access this course. The Blackboard URL is https://learn.uark.edu/ . You should access this page regularly for the latest announcement and course activities.
Supplemental Instruction (Required)
We have the privilege of having supplemental instruction this term to support this online course. On average, there will be two sessions each week and each session will be worth five points; 2 for attendance and 3 points for participation. There will be eight SI sessions during the term worth 5 points each for a total of 40 points. Details are shown in the Start Here! menu on how to sign up for the supplemental instruction. This will be a huge benefit to you so take full advantage!

Homework
All homework is located on the McGraw Hill Connect website located at http://connect.mheducation.com/class/v-richardson-summer-2015 . You'll need to get access to Connect via your textbook access code or by going to this site and purchasing it. You can also access it via Blackboard.
Class Procedures
You are expected to complete each lesson that includes assigned reading, video lectures, assigned homework, and the occasional discussion blog or group project. Similar to a traditional class setting, you must meet assigned deadlines listed at the bottom of this syllabus and in the course calendar.

Examinations
There are two midterm exams and one final exam. The final exam is COMPREHENSIVE. Questions concerning the grading of a particular exam/quiz question grants the instructor the right to review your entire exam.

Each exam will be given online and monitored via Proctor U. For more information about the monitoring process and how to register, please see the instructional video in Lesson 1.

Make-up Exam Policy
THERE ARE **NO** MAKE-UP EXAMS….If you miss an exam, for any reason, the percentage you receive on your final will be applied to your missed exam as well. If you miss more than one exam, you will receive a **ZERO** for that exam.

Grading
Your course grade consists of many components, reflecting the many aspects of this course.

The following items are included in the course grade:

Assignment	Points
Midterm exams 1 and 2 (100 points each)	200
Final exam (comprehensive)	150
Homework (All on Connect - 12 assigned – worth 10 points each)	120
Learnsmart (On Connect – Worth five points per chapter)	60
SI Sessions - 8 sessions @ 5 points each (2 for attendance; 3 for participation)	40
Discussion Board – Two Truths and a Lie	10
Getting Started Quiz	10
Project – Monopoly	20
Project – Mortgage Amortization Schedule	20
Project – Orange Leaf	40
Total course points	670

Academic Integrity
Ethics and values are very important in the world of business, non-profit and government organizations. We will consider ethical issues in business throughout this course. Ethics and values are also important in education. Instructors will assume, unless there is evidence to the contrary, that you are an ethical student. To help you fulfill your ethical responsibilities as a student, the ethical standards for ACCT 2013 are listed below. Also refer to the University Catalog of Studies.

Homework can be done with others:
I want you to learn the material, but realize the best way to do that may be with others. My best suggestion is that you work on the material together and then do the actual written assignment by yourself.

Individual Examinations:
All examinations must be the exclusive work of the individual student. If any outside research is allowed, it will be specifically authorized in writing on the assignment or examination. If authorized outside research is used, it must be performed exclusively by the individual student and may NOT be shared with any other student. Individual assignments should not be discussed with anyone other than your instructor. If you have any questions regarding these policies or who you may work with on an assignment, do not hesitate to ask your instructor.

If you know that another student is violating these standards:
Allowing another student to obtain course points by deceit contributes to a general lowering of the ethical standards of the University and contributes to deception of potential employers and other academic institutions. Thus, you have an obligation to take some action when you know another student is violating the course's academic integrity standards. This is a difficult personal trial to face, but it is an important part of your ethical obligation as a student. If you know that another student is violating the standards, it is your responsibility to inform the student's instructor.

Penalty for academic integrity violations:
Typically, an academic integrity violation on a graded assignment or exam will result in a minimum penalty of a zero for the assignment/exam plus a one-letter reduction in your course grade; more serious violations will result in more serious penalties. In accordance with University policy, all academic integrity violations will be reported to the Office of Judicial Affairs.

Inclement Weather Policy
Experience has taught us that during periods of inclement weather, phone or Internet access is poor at best and unavailable in many cases. Please be mindful of this as you are allotting time each week to complete the lessons.

Accommodations for Students with Disabilities

Students are responsible for requesting accommodations from the Center for Students with Disabilities (CSD), *according to their procedures and policies*. It is the policy of the Walton College of Business that students must also request accommodations from their instructor. To verify the eligibility of the student, students are expected to show their CSD identification card to the instructor when they *first* request accommodation. The student is to provide a written request for *each test* accommodation to their instructor (an e-mail will suffice provided you have received a reply from the instructor). Both *the requests to the CSD and to the instructor* are to be made at least ten school days before the test date.

Changes to the Syllabus
A syllabus is a tool to help you plan your time. Every effort is made to make the syllabus as complete as possible, but there may be occasions when changes are required, including changes in the grading components. The instructor will announce any deviations from this syllabus on blackboard.

Course Schedule
Please see the "Course Calendar" link on the main menu on the left.

Inclement Weather or Technical Problems:
In case of inclement weather or technological problems that prevent the University from providing access to course materials you may contact the instructor by phone via the numbers given above in the Instructor section or send the instructor an email inquiry. In addition, the instructor will notify students as soon as possible in such instances and provide instructions on how the course will proceed.
Blackboard occasionally schedules "down time"; users will be notified in advance through a system-wide announcement so schedule your online work accordingly. If you are experiencing difficulties with the operation or navigation of Blackboard you can visit the UA Blackboard Help web site. Please note that personal technical issues (i.e. computer crashes or lack of knowledge of Blackboard) are considered to be the responsibility of the student and will not excuse the student from assignments or other course responsibilities. While we will do our best to provide technical assistance, it is highly recommended that the student develop a local back-up plan to assist in the event that technical difficulties are experienced during the course.

Accommodations under the Americans with Disabilities Act:

When possible, and in accordance with 504/ADA guidelines, staff members from the Center for Educational Access will work individually with students and assist academic units to determine reasonable accommodations that will enable every student to have access to the full range of programs and services.
If you are registered with the CEA and require accommodations, YOU MUST contact your instructor during the first week of classes.

Phone: 479-575-3104
E-mail: ada@uark.edu

Academic Support
For those struggling in any academic area, the University offers supports services which can be located at the Academic Support website.

UNIVERSITY OF ARKANSAS
SAM M. WALTON COLLEGE OF BUSINESS

Syllabus –Fall 2015

WCOB 1033 Data Analysis and Interpretation Online

Instructor : Julie Trivitt, Ph.D.
Clinical Assistant Professor of Business
Office : WCOB 306
Office Phone : 479-575-7454
E-mail : jtrivitt@walton.uark.edu

Physical Office Hours : M 10:00 am - 12:00 (noon) and W 9:30 - 11:30 am. During this time I will be in my office, willing to drop whatever I am working on to answer your questions.

Virtual Office Hours : by appointment. We can use the collaborate feature in Blackboard for virtual office hours or appointments. If you want to meet me there, let me know in advance so I can be logged in and we can "talk".

If you have questions outside of office hours it is recommended that you send an e-mail. I will check e-mail multiple times a day M - F and respond by the end of the next business day. While the online format allows you to complete the work primarily on weekends, I still work primarily M-F. I frequently "unplug" on weekends and may not reply to e-mails until Monday.

Twitter: Trivitt_WCOB. Following me on Twitter is optional. I will use this account to link to interesting and relevant articles or make announcements regarding schedule changes as unexpected events occur. I have created a hashtag for this class (#WCOB1033) that will show up in Blackboard. I encourage you to use it when you see interesting articles related to data analysis.

Textbook:

Essentials of Business Statistics: Communicating with Numbers by Jaggia and Kelley.
ISBN 978-0-07-802054-4.

Please make sure you purchase the Essentials version of the book. It is shorter, and less expensive, and the problem sets are different from the expanded version of the book. There are no older versions of the book to substitute. However, it has been used since the Fall 2013 semester, so there should be several used copies in stores.

Course Description:

This is an introductory level course covering topics including descriptive statistics, estimation of population characteristics, research design and hypothesis testing, as well as measuring and predicting relationships. The course should enable students to develop an understanding of the application and interpretation of basic data analysis techniques with an emphasis on statistical application.

Prerequisite: MATH 2053 with a grade of "C" or better and WCOB 1120

Value of this Course:

The broad objective of this course is to help you develop as critical thinkers and systematic problem solvers. The main job of managers is to make decisions, and to do this effectively you need critical thinking skills. In practical terms, this means that you need to learn to solve real-world problems by accurately framing them in terms of independent and dependent variables, formulating hypotheses about those variables, using statistics to test hypotheses, and interpreting the results. In short, I hope to instill in you an appreciation for the role of data in managerial problem solving by knowing both how to display and analyze it (i.e., statistics) and how to produce it (i.e., research design). The only way to learn critical thinking skills is by practicing them, so we will use a hands-on approach using Excel and a focus on applied business problems.

Specific Course Objectives:

1. Utilize provided scenarios and situations to solve problems with statistical tools provided, and make correct decisions regarding which tools are needed for given scenarios
2. Successfully use Excel to aid in the analysis of different types of data
3. Given the results from computation, accurately interpret those results and make an appropriate business decision
4. Make a correct determination of what type of data is needed to address a specified scenario or problem, and the method by which it will be collected.
5. Identify conditions that must be present for making strong causal inferences from various research designs.
6.

Grading:

Grades in this course will be based on points earned. You have the following opportunities to earn points.

	Points
Homework/Exercises/ Participation	300
Supplemental Instruction	50
Exam 1	75
Exam 2	75
Exam 3	75

Exam 4	75
Final (comprehensive and Departmental)	350
Total	1000

Final course grades will be based on the following scale:

A = 900 points
B = 800 points
C = 700 points
D = 600 points
F < 600 points

There will be discussion board posts and survey opportunities to earn up to 25 bonus points this semester.

Homework assignments and Class Exercises:

A total of 300 points is allocated for completing (and turning in) homework assignments and other exercises. You will have two assignments for most lessons. One due on Monday and another due on Thursday. Homework and practice is an important part of the learning process; you simply cannot master this material by reading and following along during presentations. You need to actively work with the material and practice solving problems. You are expected to work independently to apply the information to do homework. Research has shown that students learn more deeply when they "work" with the material rather than breezing through an exercise. Homework is graded for completion and honest effort. All homework assignments will be posted on Blackboard and you will submit your assignments electronically using Blackboard. As soon as the due date/time passes, a solution guide for the assignment will be posted and available for you to use to see how well you understand the material. Late assignments will not be accepted.

Supplemental Instruction (SI):

Supplemental Instruction (SI) is an organized time to practice solving problems using the techniques covered in class in a small group lead by a student who has successfully mastered the material. You are expected to attend the SI sessions for this course. You will receive 4 points for each SI session attended up to 9. If you attend 10 or more SI sessions you receive 5 points for each session attended. You will be able to sign up for an SI session after the first week of class. SI will be available on-line and you can complete it at any time during the week, before the weekly deadline.

Discussion Board:

This is the on-line version of class discussions and interaction as a group. This is how you as students will interact with each other and it will allow me to get some feedback on how you all are doing. You are free to start a thread at any time and I will post information and ask for feedback occasionally throughout the semester. My hope is that the DB will be a useful resource where we can discuss news articles involving data analysis, share examples or other helpful resources.

Exams:

Exams will be administered on-line. You will need a calculator, your text book and one notebook. You will have 4 unit exams, and a final exam. It is extremely important that you take all exams. NO MAKE-UP EXAMS will be given without a properly documented medical or business excuse arranged with the instructor (at least 1 day in advance). This holds for all students including those missing exams due to university sanctioned events . *You will need a calculator for exams and you may NOT use your phone as a calculator*. Text books and notebooks (one each) are also allowed on exams. More information on scheduling an on-line session to take exams will be available later this week.

The unit exams will be taken in Blackboard using the Respondus Browser Lock-down Monitor. The Final Exam will be taken through Blackboard using Proctor U. You need a webcam and a reliable internet connect for these. In the past, it has been problemmatic when students try to rely on the university wifi for these exams.

Academic Integrity:

As a core part of its mission, the University of Arkansas provides students with the opportunity to further their educational goals through programs of study and research in an environment that promotes freedom of inquiry and academic responsibility. Accomplishing this mission is only possible when intellectual honesty and individual integrity prevail.

Each University of Arkansas student is required to be familiar with and abide by the University's 'Academic Integrity Policy' which may be found at honesty.uark.edu/policy. Students with questions about how these policies apply to a particular course or assignment should immediately contact their instructor.

Graded Group Assignments:

All work is to be performed exclusively by the members of the group and all group members must contribute their fair share to each assignment. If outside research is performed, sources are to be cited and information discovered via outside research is to be clearly labeled as such. If outside research is performed, the products of your research are NOT to be shared with any student who is not a member of the group. Group assignments

BLAW 2013: THE LEGAL ENVIRONMENT OF BUSINESS—ONLINE CLASS

Professor Kim Petrone, J.D.
kpetrone@uark.edu
WCOB 435, office hours: Tuesdays and Thursdays from 10:00-10:45.
also available by appointment Tuesdays and Thursdays from 2:00-2:45.
479-713-0851 (feel free to call Mon-Fri between 8 a.m.-5 p.m. only)
For technical help, call Blackboard Help Desk at 575-6804

TEXT: *The Legal Environment of Business,* 9th ed., by Cross and Miller (Cengage Learning). This is a hardbound version, not the soft cover custom edition used in face-to-face lecture classes.

COURSE OBJECTIVES:

1. To assist you in becoming familiar with the legal principles which affect businesses.
2. To assist you in developing an ability to recognize legal issues and to avoid actions which are likely to result in unnecessary legal risks.
3. To assist you developing an appreciation of the importance of ethics and personal integrity in the practice of business.

CLASS ATTENDANCE: This class is fully online. It is essential that the student work in the class regularly, watching all video material, completing all reading, and finishing all quizzes in accordance with the Course Schedule. No attendance will be taken, however, the instructor monitors participation (yes, Blackboard shows me when you were last in the class and when you do assignments!) and may contact students who are not actively engaging course materials.

GRADES: No extra credit will be allowed in this course. Letter grades are based on quizzes and two exams.

A. Quizzes: Students will take one quiz for each folder (e.g. Unit I, Judiciary folder has one quiz). At the end of the term, the student will receive a total score for quizzes (number of correct answers/total number of quiz questions) and this score will be 15% of the final score.
B. The Mid-Term Exam and the Final Exam are proctored by Proctor U and each exam has 60 multiple-choice questions. Students have 2 hours to complete each exam. Combined, the exams account for 85% of the final score.
C. The Final Exam is cumulative, covering material from the entire course.

Letter grades will be assigned as follows based on your final score:

A: 90%-100%

B: 80%-89%

C: 67%-79%

D: 57% – 66%

Quizzes (combined): 15%
Mid-Term: 42.5%
Final Exam: 42.5%
Total: 100%

EXAM DATES: Exams will be taken online through ProctorU (a business independent from the University of Arkansas). Student must have a webcam and register with ProctorU in advance of exams. Students should ***use either Firefox or Chrome*** as a browser during exams. Internet Explorer should not be used as it sometimes causes crashes during test-taking with ProctorU. Students will take their exam online during a window (apr. 27 hours) in which the exam will be open:

Mid-Term Exam:

Thursday, October 15, 6:30 p.m.-October 16, 10:00 p.m.

Cumulative Final Exam:

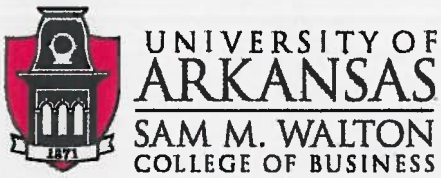
Tuesday, Dec. 15, 5:00 p.m.-Dec. 16, 8:00 p.m.

ACADEMIC INTEGRITY: As a core part of its mission, the University of Arkansas provides students with the opportunity to further their educational goals through programs of study and research in an environment that promotes freedom of inquiry and academic responsibility. Accomplishing this mission is only possible when intellectual honesty and individual integrity prevail. Each University of Arkansas student is required to be familiar with and abide by the University's Academic Integrity Policy which is available in the Catalog. Students with questions about how these policies apply to a particular course or assignment should immediately notify their instructor.

GUIDELINES FOR TESTING ACCOMODATIONS FOR STUDENTS WITH DISABILITIES: This class will follow the university's policy that reasonable accommodations will be made for students with disabilities. Accommodations are requested through the Center for Educational Access (CEA) with proper notification given to the instructor. If you take an exam in the CEA office you will be expected to take the exam on the same date and at approximately same time as the other students. Please contact the CEA for details on accommodations.

Course Syllabus

SCMT 2103
Introduction to Supply Chain Management
Fall 2015



Professor: Brent D. Williams, Ph.D.
Office: WCOB 475
Phone: (479) 575-2477
E-mail: bwilliams@walton.uark.edu
Office Hours: by appointment

Welcome to Introduction to Supply Chain Management!

Course Description:

"Effective development and management of supply chain networks cut costs and enhance customer value. This is a sustainable source of advantage in today's turbulent global marketplace, where demand is difficult to predict and supply chains need to be more flexible as a result. In fact, the real competition today is not between companies, but between supply chains. The winning approach to supply chains is an integrated perspective that takes account of networks of relationship, sustainability and product design, as well as the logistics of procurement, distribution, and fulfillment" (Martin Christopher).

This course provides an overview of how supply chain management (SCM) and logistics pertain to business performance. SCM encompasses the planning and management of all activities involved in sourcing and procurement, conversion, and all logistics management activities. It drives coordination of processes and activities with and across marketing, sales, product design, finance, and information technology as well as with channel partners, which can be suppliers, intermediaries, third party service providers, and customers with the purpose of delivering a cohesive and high-performing business model. In essence, supply chain management integrates supply and demand management within and across companies.

Course Objectives:

After completing this course, the student should be able to:

- Differentiate the concepts of supply chain management (SCM) and logistics management
- Identify how competitive advantage can be derived from improved SCM and logistics
- Recognize basic supply chain and logistics components, terminology, and techniques
- Indicate how demand and supply integration offers competitive advantage
- Identify how differing business strategies fit within a particular SCM model

- Recognize how SCM and logistics management relates functional areas of the firm (e.g. Accounting, Finance, Management, Marketing)

Prerequisites:

Business Foundations (WCOB 1023), Data Analysis and Interpretation (WCOB 1033), Principles of Microeconomics (ECON 2023), and Legal Environment of Business (WCOB 1012) each with grade of "C" or better.

Textbook:

Logistics & Supply Chain Management. Martin Christopher (Fourth Edition). ISBN: 978-0-273-73112-2.

Class Procedures and Communication:

We will use the Blackboard software. The software allows for me to make available lectures, slides, handouts, problem sets, announcements, etc."

The website address is: https://learn.uark.edu/

I will use email and Blackboard as the primary means of communication with you throughout the semester. Please feel free to email me (bwilliams@walton.uark.edu) if you have questions that cannot be answered from the available materials or need assistance. I check email regularly and will do my best to respond within 24 hours during the week.

Accommodations for Students with Disabilities:

If you require testing accommodations as certified by the Center for Educational Access (CEA), then please inform me in writing now. (This is not a request for accommodations, but just information for me.)

If you need any type of accommodation due to a disability, please email me within the first week of class. Students are responsible for requesting accommodations from the CEA. The Walton College of Business policy is that any student also must request testing accommodations from their instructors. You must submit a written request for any accommodation to me at least five (5) school days before each of the exam dates.

Equal Treatment for All:

The University Catalog reprints the Campus Council Statement on Discrimination. In the spring of 1983, the Campus Council adopted a statement on equal treatment, amended in fall 1991: "The Campus Council of the University of Arkansas, Fayetteville, **does not condone discriminatory treatment of students or staff on the basis of age, disability, ethnic origin, marital status, race, religious commitment, sex, or sexual orientation in any of the activities conducted on this campus. Members of the faculty are requested to be sensitive to this issue, when, for example, presenting lecture material, assigning seating within the classroom, selecting groups for laboratory experiments, and assigning student work. The University faculty, administration, and staff are committed to providing an equal educational opportunity to all students."**

Grade Policy:

Your grade will be based on the accumulated total of your scores on the tests, comprehensive final exam, and quizzes. The point totals and grading scale are shown below.

Item	Points
Tests (2 @ 100 points each)	200
Comprehensive Final Exam	150
Weekly Quizzes	270
Total points	620

Grading Scale	
90% - 100%	A
80% - 89%	B
70% - 79%	C
60% - 69%	D
Below 60%	F

There will be no exceptions to this policy, no matter how close you are to the next higher grade ranking. Although I sympathize with personal conflicts (need a B to graduate, need a C to stay in school, etc.), I believe that they cannot validly be considered in grade calculations. Therefore, personal conflicts will not be considered in grade calculation. So, please do not ask.

You may use a calculator during quizzes, tests, and the final exam. The use of a cell phone, smart phone, PDA, iPad, laptop, etc. or any device that takes photos is strictly prohibited. The use of any of these devices to take a photo of any quiz, test, or final exam at any time results in an automatic zero.

Make-up Policy:

It is to your advantage to take all exams at the scheduled time. Only in the case of a documented medical-related absence or if you are a student-athlete on an official University of Arkansas athletic trip should an exam be missed. It is the responsibility of the student to contact me, via email or phone, prior to a missed exam. If you have a medical-related absence, you must submit a note from a medical professional in order to make alternate arrangements. UA student-athletes must provide documentation, from the athletic department, which details your athletic travel schedule. A missed exam will be given a zero score.

Tests:

Content of each test will come from lectures, industry videos, and readings. Each test will be completely composed of multiple choice questions.

Quizzes:

Throughout the semester, you will take several multiple choice quizzes. These quizzes will be available to you on Blackboard. Each quiz will be available for approximately multiple days and must be completed prior to the deadline. Because the quizzes are available for multiple days, it is expected that each student will have ample opportunity to complete each quiz. In order to be excused from completing a quiz, you must provide documentation of a University approved issue for the entire availability period. If this occurs, the quiz will be replaced by your quiz average over the other quizzes.

Academic Honesty:

"Academic dishonesty involves acts that may subvert or compromise the integrity of the educational or research process at the University of Arkansas, when such acts have been performed by a UA student. Academic dishonesty includes, but is not limited to, any act by which a student gains or attempts to gain an academic advantage for him/herself or another by misrepresenting his/her or another's work or by interfering with the independent completion, submission, or evaluation of academic work."

"As a core part of its mission, the University of Arkansas provides students with the opportunity to further their educational goals through programs of study and research in an environment that promotes freedom of inquiry and academic responsibility. Accomplishing this mission is only possible when intellectual honesty and individual integrity prevail." (*2012-13 University of Arkansas Undergraduate Catalog*).

As a University of Arkansas student, you are required to be familiar with and abide by the University's Academic Integrity Policy which may be found at http://catalogofstudies.uark.edu/2882.php. If you have questions about how these policies apply to this course or an assignment, then please see me.

In summary, academic dishonesty in this class will result in severe penalty. This may be a grade of zero on the assignment or test, a failing grade for the course, or suspension or expulsion.

This policy is only a part of the University's effort to promote academic integrity in all aspects of its programs. By necessity, this part discusses only prohibited acts and a process of applying sanctions. The ultimate goal, of course, is to provide an atmosphere that will make superfluous the procedures and sanctions that follow.

Final Exam:

You are required to take a comprehensive final in this class.

Disclaimer:

Please note that this schedule is **tentative** and **changes** will be made to it as deemed necessary.

Course Syllabus
MGMT 2103 – Managing People and Organizations
Fall 2015 – Section 901– Online
University of Arkansas
Sam M. Walton College of Business

Faculty Information:

Dr. Denise Breaux Soignet
Office: WCOB 410
E-mail: dsoignet@walton.uark.edu
Office Hours: by appointment

Students may meet with me at my office by making an appointment. I can be reached any time by email. Students can expect a response to emails within 48 hours.

Course Description:

Study of the process of acquiring and managing Human Capital, focusing on the organizational behavior, legal, economic, and technical issues concerned with business decisions about acquiring, motivating, and retaining employees; emphasis given to the development, implementation, and assessment of policies and practices consistent with legal, social, human, and environmental dynamics.

Value of the Course:

This course is valuable to anyone who wishes to have a career in business. The fundamentals of the acquisition and management of human capital are presented from a society, organization, and individual employee perspective. Thus, it has a broad value to individuals pursuing a variety of occupations.

Prerequisites:

Business Foundations (WCOB 2053) or Accounting Principles II (ACCT 2023), and Data Analysis and Interpretation (WCOB 1033) each with grade of "C" or better.

Course Objectives:

1. Recognize the importance of human capital in society and in business organizations
2. Understand the challenges inherent to managing human capital effectively
3. Critically assess their knowledge about human capital and the limitations of that knowledge
4. Be proactive in seeking broader knowledge regarding human capital
5. Develop frameworks for taking action when faced with ambiguous human capital challenges
6. Critically assess themselves as human capital and use this information for self development

Teaching Methods:

This is a online course that relies heavily on your reading and understanding of the course materials. I am available whenever you need assistance with understanding course content. We will also use reading assignments, internet resources, and homework assignments from the McGraw-Hill Connect platform.

Evaluation Methods:

Activity	Points
Learnsmart Homework Assignments	150
Connect Homework Assignments	150
Regular Semester Quizzes	400
Final Exam	300
Total	1000

Grading Scale and Rounding Policy:

A = 90 – 100%	900 – 1,000 points
B = 80 – 89.9%	800 – 899 points
C = 70 – 79.9%	700 – 799 points
D = 60 – 69.9%	600 – 699 points
F = < 60%	599 points or fewer

I do not negotiate final grades. At the end of the semester I will round final grades according to the following rules:

- For students who have missed no more than 1 Learnsmart module, and no more than 2 Connect homework assignments, I will round final grades up to 1% (e.g., a grade of 89.0% or above will be rounded to a 90% A; a grade of 88.9% will not be rounded up).
- For students who have missed more than 1 Learnsmart module, and/or more than 2 Connect homework assignments, I will not round final grades up at all (e.g., a grade of 89.9% will remain a B)

Homework Policy:

In each of 16 chapters in this course, students are required to complete multiple online assignments. These will come in the form of Learnsmart modules and homework assignments. These assignments will use the McGraw-Hill online Connect platform, and links to each assignment are available in the Lesson folders in Blackboard. Homework assignments total 300 points in our course. Please refer to the course calendar for specific due dates. Learnsmart modules are due *before* the homeworks are due in each chapter. This is to ensure that you have thoroughly read and understand the material before you are required to complete homeworks. Homework assignments are due after we finish lecturing for each chapter, and are graded for accuracy. Students will have 3 attempts to revise mistakes in their homework assignments before submitting them. Students are allowed to use their textbook, notes, and other resources while completing the assignments. Students are also allowed to use "hints" in the online assignments, but should be aware that using a hint will deduct 25% from the final homework assignment score.

All homework assignments must be submitted by the due date/time. There are **NO makeups allowed** on homework assignments for any reason. Homework assignments are available to you for multiple days and thus should be completed in a timely manner: technical issues, internet problems, illnesses, etc. at the last minute do not excuse missed homework. When in doubt – do your homework early.

In order to allow for a few missed assignments, there are 326 total points available in Connect homework assignments, but your final homework grade will be calculated out of 300 points. This means that you can miss a few homeworks and still earn the 300 points. For those of you who complete all of the assignments, you can earn up to 26 extra points on your final course grade.

Exam Policy:

This course includes four regular semester quizzes and one comprehensive final exam. Regular semester quizzes are worth 100 points each and consist of anywhere from 30 - 50 multiple-choice questions each. Quizzes will be taken through the McGraw-Hill Connect platform. Your quiz dates can be found on your Course Calendar. Quizzes will open at 8:00 am on the day they are assigned and will remain open until 8:00 am the following day. This gives you 24 hours in which to take each quiz and you may take your quiz any time in this window. Once you begin a quiz you must complete it within 50 minutes before it submits. You will not be allowed to exit out of a quiz and return to it to complete it. These are closed-book/closed-note quizzes - you are expected to follow these policies at all times, and to report anyone who is not following these policies.

This course includes one cumulative final exam. The final exam is worth 300 points and consists of 100 multiple-choice questions. All students taking MGMT 2103 will take the final exam on the same date at the same time. Our final date/time is **Wednesday, December 16th from 6:00pm – 8:00pm.** Students must make arrangements to be available on this date/time for the final exam. You will use ProctorU, an online exam proctoring service, to take the final exam. I will provide further instructions on registering for your exam with ProctorU.

Please note that exceptions for the final exam will be made ONLY for students who have a university excused absence. Exceptions **WILL NOT** be made for non-university excused absences – these include early-travel departure dates, vacations, business trips, weddings, attending graduations, oversleeping, etc. If you have any questions about a planned absence, please see your instructor prior to making any plans.

Guidelines for Testing Accommodations for Students with Disabilities:

It is the Walton College policy that students must request testing accommodations from their instructor in addition to requesting accommodations from the CEA. When possible, and in accordance with 504/ADA guidelines, staff members from the Center for Educational Access will work individually with students and assist academic units to determine reasonable accommodations that will enable every student to have access to the full range of programs and services. Students may contact the CEA via phone at 479.575.3104 or by email at ada@uark.edu. If you are registered with the CEA and require accommodations, you MUST contact your instructor during the first week of classes.

Academic Support:

For those struggling in any academic area, the University offers support services which can be located at the Academic Support website.

Academic Honesty:

As a core part of its mission, the University of Arkansas provides students with the opportunity to further their educational goals through programs of study and research in an environment that promotes freedom of inquiry and academic responsibility. Accomplishing this mission is only possible when intellectual honesty and individual integrity prevail. Each University of Arkansas student is required to be familiar with and abide by the University's 'Academic Integrity Policy' which may be found at: http://provost.uark.edu/245.php. Students with questions about how these policies apply to a particular course or assignment should immediately contact their instructor.

I do not tolerate academic dishonesty in any form. Students are required to read the University's policy as noted above and to comply with it at all times.

Required Text:

You are required to purchase the textbook in this class. The book is called ***Managing People and Organizations***. You can purchase the textbook in hardcopy form or as an e-book only. Either version will include access to the McGraw-Hill assignment platform called "Connect," which we will use throughout the semester for homework and interactive learning. Here's how to get the book:

1. **The UA Campus Bookstore** - here you can purchase:

(1) a hard copy of the text that includes a Connect access code (also includes an e-book), or

(2) a Connect access code that will provide you with an e-book (no hard copy). The e-book/code option is the cheaper of the two.

****There is NO "used" option for this book - the UA Campus Bookstore is required to list a price for a used version, but there will not be one available.****

2. **Direct from McGraw-Hill** - this option is *cheaper* than the UA Campus Bookstore. Here you can purchase:

(1) a hard copy of the text that includes the Connect access code (also includes an e-book). FYI the book info will look funny if you go to the website below to purchase direct (LSC UNIV ARKANSAS COMBO LSC MGMT 2103: ORGZ BEH; LSC MGMT2103 CONNECT AC). Here's the web address if you choose the option to have your book shipped from MH:

http://shop.mheducation.com/mhshop/productDetails?isbn=1259756017

(2) a Connect access code that will provide you with an e-book (no hard copy). This is the *cheapest* option. If you are interested in this option, here's how to get started. Click on the "Lessons" content area on Blackboard, then click on the "Chapter 1" folder. Click on any of the homework assignments in the folder, and you will be taken to a page to set up your Connect account. During setup, you will have the option of purchasing the e-book/Connect code.

Inclement Weather and Technical Problems Policy:

The University of Arkansas has occasionally been forced to close due to bad weather. This should not affect us because this is an online class. **Weather-related closings will not excuse students from homework due dates.**

Blackboard occasionally suffers from glitches or scheduled downtime. It is the students' responsibility to plan enough time to complete and submit homework assignments (e.g., Blackboard issues including, but not limited to, taking a long time to submit something or load will not excuse students from homework due dates). Blackboard users are always notified through system-wide announcements when there will be scheduled outages. It is the students' responsibility to schedule their work accordingly. These and other technical issues (e.g., personal computer problems, etc.) will not excuse students from homework due dates.

Attendance and Makeup Policy

Homework: It is the students' responsibility to complete homework assignments by the due dates. Because students have multiple days to complete homework assignments, these cannot be made up or submitted late for any reason.

Quizzes/Exams: All makeup quizzes in this course – regardless of reason for missing the quiz – will be essay format. The following are considered excusable absences by the University:

1. Student illness
2. Serious illness or death of a member of the student's immediate family or other family crisis
3. University-sponsored activities for which the students' attendance is required by virtue of scholarship or leadership/participation responsibilities
4. Religious observances (see UA Religious Observances policy in the catalog)
5. Jury duty or subpoena for court appearance
6. Military duty

The instructor must be informed that the student will miss a quiz **prior to the start time** of the quiz. **Appropriate documentation** for any and all of the above absences is required and this documentation must be presented to the instructor **within one week** of the absence, or the absence will not be excused. Failure to comply with this policy will result in a grade of zero "0" on the missed in-class activity or quiz.

Course Content Support:

Questions regarding the content of the course should be directed to your instructor: Dr. Denise Breaux Soignet.

Office: WCOB 410
E-mail: dsoignet@walton.uark.edu
Office Hours: by appointment

Students may meet with me at my office by appointment. I can be reached any time by email. Students can expect a response to emails within 48 hours.

Technical Support & Technical Issues:

Students must have access to a computer and the Internet throughout the semester to use the Blackboard Course Management System and McGraw-Hill online resources. This is a Blackboard and Connect-based course. You are expected to regularly check your UARK email and Blackboard for course updates.

McGraw-Hill Technical Issues: If you experience technical problems with McGraw-Hill Connect assignments at any time, you are required to contact MH tech support directly. You should be able to click a link for tech support within the assignment with which you are having trouble. Once you do this, you will receive a ticket # from tech support. Please forward this ticket # to me so that I can escalate your issue, if need be. Again, technical problems at the last minute do not excuse missed homework assignments. Please plan to complete your assignments with enough time to allow for these types of delays.

Internet Outages/Issues: There are rare occurrences where students lose internet connectivity for more than a few hours or for a day or more. These normally occur due to weather-related or other wide-ranging power failures. These instances are extremely rare. However, should this occur and prevent students from completing Homework assignments, please be aware that you will be required to provide proof of the internet outage. Our support personnel validate these types of issues and can be called to do so if you are unable to obtain valid proof of the outage.

Blackboard Support: Please contact Blackboard Support if you have any questions about Blackboard by phone at 479.575.6804. Students may also visit the Blackboard Support Page or click on the UA Blackboard Help tab in Blackboard.

After-Hours Support: If Blackboard is not responding, or there are problems with the system after business hours, please call 479.575.2904. The appropriate personnel will be notified.

Computer Access & Requirements:

Students are required to have a basic understanding of computer and internet usage, email, and Blackboard. Students may be required to download or update certain content from the internet (e.g., flash players) and must have an understanding of how to do this. Students should have access to a reliable computer with sound, video, and high-speed internet. If a student's system does not meet the requirements for this course, it is his/her responsibility to update/maintain the system in order to participate in the course. Technical difficulties on the part of the student will not excuse the student from any due dates.

Etiquette Policy:

Students in this course are expected to maintain professional behavior in all communication in this course. Course participation is strongly encouraged and this will often include disagreement. Disagreement is welcomed and encouraged, but should always be done respectfully. Students should use correct spelling and grammar, and should avoid the use of abbreviations, emoticons, or slang. Emails should be professional and should always include the students' full name, the name of the course you are taking with me, a salutation and closing.

UNIVERSITY OF ARKANSAS
SAM M. WALTON COLLEGE OF BUSINESS
Department of Finance

FINN 3043-901 (Online) (10471) – Principles of Finance – Aug 24-Dec 18, 2015
Course Syllabus

Professor: Craig G. Rennie, Ph.D.
Cell: 501-819-2561
Email: crennie@walton.uark.edu

Course Introduction
This course introduces students to the financial system and financial management, including key decisions within business processes related to the acquisition and management of capital resources, financing, and accounting. It addresses the role and function of financial intermediaries and markets for fixed income and equity securities, how interest rates are determined and assets valued, and how firms effectively manage financial resources, creating value through investment and financing decisions. Pre-requisites include: ACCT 2013, ACCT 2023 or WCOB 2053, ECON 2013, ECON 2023, and WCOB 1033 with a grade of C or better. Co-requisites include: MGMT 2103.

The academic component of this course chiefly involves the reading and study of Lawrence J. Gitman and Chad J. Zutter, *Principles of Managerial Finance, Brief* 7th ed., Pearson, 2015. The course is in 4 parts:

- Introduction and Financial Tools;
- Financial Tools (contd.) and Valuation;
- Risk, Required Rate of Return, and Long-Term Investment Decisions; and
- Long-Term Financial Decisions (contd.) and Long- and Short-Term Financial Decisions.

The practical component of this course includes simulated and/or actual applications in your professional and personal life. For your professional career, the course addresses intersection between finance and other major business disciplines, including economics, accounting, information systems, management, marketing, and business law. For your personal life, it addresses topics related to personal financial planning and investments. Whether you choose to pursue a career in the investments field or not, all of you are or will become investors. Regardless of the levels of success or failure you achieve in your professional career, your personal investment portfolio is what will make you financially independent. This course introduces you to the key decisions related to financial resources that form the background of all business decisions, but the same types of decisions applied in your personal life can make you rich – or poor.

Communication Policy

Students should contact me by email at crennie@walton.uark.edu at the beginning of the course, and at least once a week thereafter. However, when contacting me by email, it is imperative that you put FINN3043 in the email subject line. Check your emails at least twice a week, as this is the only effective way I have of communicating with you. Typically, I will respond to emails within 48 hours. Virtual office hours can be arranged by email as needed. I can also be reached by cell at 479-236-4777. Students will be notified in advance of travel dates by the instructor. Special arrangements can also be made for student work/travel – ask.

Texts and Course Materials – all are required

- Lawrence J. Gitman and Chad J. Zutter, *Principles of Managerial Finance, Brief* 7th ed., Pearson, 2015.
- University of Arkansas Libraries website resources for finance (http://libinfo.uark.edu/eresources/listing.asp?Category=Business+and+Economics&Listing=Finance) for Mergent Online, Standard & Poor's NetAdvantage, Lexis Nexis Academic, The Wall Street Journal, and other finance publications
- Financial Calculator (HP-12C recommended, or TI BAII-plus acceptable)
- MS Office (MS Excel, Word, and Powerpoint are required)

Grading Policy

• Participation in discussion groups	10%
• End of chapter assignments	10%
• Mid-term exam (chapters 1-7)	25%
• Final exam (chapters 1-15)	35%
• Course project	20%

Description of Grades

- The grade of A will awarded to students who display outstanding achievement and demonstrate a high level of intellectual curiosity. It demonstrates a commitment to the course with excellent attitude, preparation, and achievement.
- Grades of B are awarded for above average work, demonstrating a determined commitment to do extremely well in the course.
- Grades of C are awarded for average work, and for students who demonstrate commitment but who may be performing at a third level of competence.
- Grades of D or F indicate below average or failing work respectively, and/or inadequate commitment to mastering the course material.

Late Work Policy

Assignments, exams, and course projects must be submitted when due. In exceptional circumstances, the instructor may approve late submissions for reasons beyond the control of the student. Examples of good reasons for being late include participation in a job interview, serious illness, or death. It will be up to the instructor whether late work will be accepted and/or penalized. Penalties, if applied, will normally be reduction of a full grade (e.g., a "B" instead of an "A").

Homework

Students are expected to read assigned chapters in the text before class. In addition, at the end of each chapter, there is a summary and a questions and problems section. Review the summary and do the questions and problems for practice.

Course Level Objectives

By the end of this course, students will be able to:

- Build a model and analyze the financial statements of a publicly traded company.

Overview of Projects and/or Exam Details

The mid-term exam covers material in Chapters 1-7, including assigned readings, discussion items, and current events. The final exam covers material in Chapters 1-15, discussion items, and current events. Students are to submit a course project at the end of the semester. There are two parts in the course project: (1) a business plan based on a publicly traded company, including historic and pro forma financial statement analysis; and (2) an investor policy statement showing a comprehensive investment plan for an individual – hypothetical or real.

Materials used in Discussions

Students are required to rely chiefly on primary sources of information, but may use secondary sources of information for glimpses of market expectations. Primary sources include data from the Federal Reserve. Secondary sources consist of "sell-side" research, and economic forecasts from third party firms. Students are expected to perform their own research and analysis, and reach their own conclusions. Always report both sides of controversial topics, reach your own conclusions, and report concisely but persuasively your findings and recommendations. Excellence in communication and initiative is expected.

Inclement Weather

In case of inclement weather or technological problems that prevent the University from providing access to course materials you may contact the instructor by phone via the numbers given above in the Instructor section or send the instructor an email inquiry. In addition, the instructor will notify students as soon as possible in such instances and provide instructions on how the course will proceed.

Blackboard occasionally schedules "down time"; users will be notified in advance through a system-wide announcement so schedule your online work accordingly. If you are experiencing difficulties with the operation or navigation of Blackboard you can visit the UA Blackboard Help web site. Please note that personal technical issues (i.e. computer crashes or lack of knowledge of Blackboard) are considered to be the responsibility of the student and will not excuse the student from assignments or other course responsibilities. While we will do our best to provide technical assistance, it is highly recommended that the student develop a local back-up plan to assist in the event that technical difficulties are experienced during the course.

Accommodation Policy
When possible, and in accordance with 504/ADA guidelines, staff members from the Center for Educational Access will work individually with students and assist academic units to determine reasonable accommodations that will enable every student to have access to the full range of programs and services. If you are registered with the CEA and require accommodations, YOU MUST contact your instructor during the first week of classes.
Phone: 479/575-3104
E-mail: ada@uark.edu

Link to Academic Support Services and/or http://sss.uark.edu/
For those struggling in any academic area, the University offers support services which can be located at the Academic Support website.

Course Schedule

Part 1: Introduction & Financial Tools

Week 1	8/24/2015	Chapter 1	The Role of Managerial Finance
	- 8/29/2015	Assignment	Hand in your Resume + Chapter 1 Assignment
Week 2	8/30/2015	Chapter 2	The Financial Market Environment
	- 9/05/2015	Assignment	Chapter 2
Week 3	9/06/2015	Chapter 3	Financial Statements and Ratio Analysis
	- 9/12/2015	Assignment	Chapter 3

Part 2: Financial Tools (contd.) and the Valuation of Securities

Week 4	9/13/2015	Chapter 4	Cash Flow and Financial Planning
	- 9/19/2015	Assignment	Chapter 4
Week 5	9/20/2015	Chapter 5	Time Value of Money - Part 1
	- 9/26/2015	Assignment	Chapter 5
Week 6	9/27/2015	Chapter 6	Interest Rates and Bond Valuation
	- 10/3/2015	Assignment	Chapter 6
Week 7	10/4/2015	Chapter 7	Stock Valuation
	-10/10/2015	Assignment	Chapters 7
	10/10/2015	**Mid-Term Exam (Chapters 1-7)**	

Part 3: Risk and the Required Rate of Return, and Long-Term Investment Decisions

Week 8	11/01/2015	Chapter 8	Risk and Return
	- 11/7/2015	Assignment	Chapter 8, Mid-term debrief

Week 9	11/8/2015 - 11/14/2015	Chapter 9 Assignment	The Cost of Capital Chapter 9
Week 10	11/15/2015 - 11/21/2015	Chapter 10 Assignment	Capital Budgeting Techniques Chapter 10

Part 4: Long-Term Investment Decisions (contd.), and Long-Term and Short-Term Financial Decisions

Week 11	11/22/2015 - 11/28/2015	Chapter 11 Assignment	Capital Budgeting Cash Flows and Risk Refinements Chapter 11
Week 12	11/29/2015 - 12/5/2015	Chapter 12, 13 Assignment	Leverage and Capital Structure, Payout Policy Chapter 12, 13
Week 13	12/6/2015 - 12/11/2015	Chapter 13 Assignment	Working Capital/Current Asset & Current Liab. Mgt. Chapter 14, 15
	12/11/2015	**Final Exam (Chapters 1-15)**	
	12/11/2015	**Course Project Due**	

Students are expected to operate in an ethical manner on all assignments and exams and understand and follow all university guidelines and policies regarding academic and personal conduct.

should not be discussed with anyone other than members of your own group and your instructor.

Individual Assignments and Examinations:

All individual assignments and examinations must be the exclusive work of the individual student. For homework assignments you may consult class texts and notes. If any outside research is allowed, it will be specifically authorized in writing on the assignment or examination. If authorized outside research is used, it must be performed exclusively by the individual student and may NOT be shared with any other student. Individual assignments should not be discussed with anyone other than your instructor. If you have any questions regarding these policies or who you may work with on an assignment, do not hesitate to ask your instructor.

If you know that another student is violating these standards:

Allowing another student to obtain course points by deceit contributes to a general lowering of the ethical standards of the University and contributes to deception of potential employers and other academic institutions. Thus, you have an obligation to take some action when you know another student is violating the course's academic integrity standards. This is a difficult personal trial to face, but it is an important part of your ethical obligation as a student. If you know that another student is violating the standards, it is your responsibility to inform the student's instructor.

Penalty for academic integrity violations:

Typically, an academic integrity violation on a graded assignment or exam will result in a minimum penalty of a zero for the assignment/exam plus a one-letter reduction in your course grade; more serious violations will result in more serious penalties. In accordance with University policy, all academic integrity violations will be reported to the Office of Judicial Affairs. See http://provost.uark.edu/246.php for more specific information.

Inclement Weather or Technical Problems:

The good news is that inclement weather should be not a problem for an on-line class. In case of inclement weather that interferes with power or technological problems that prevent the University from providing access to course materials you should contact the instructor by email. In addition, the instructor will notify students as soon as possible (Twitter, e-mail, Blackboard) in such instances and provide instructions on how the course will proceed.

Blackboard occasionally schedules "down time"; users will be notified in advance through a system-wide announcement so schedule your online work accordingly. If you are experiencing difficulties with the operation or navigation of Blackboard you can visit the UA Blackboard Help web site. Please note that personal technical issues (i.e. computer crashes or

lack of knowledge of Blackboard) are considered to be the responsibility of the student and will not excuse the student from assignments or other course responsibilities. While we will do our best to provide technical assistance, it is highly recommended that the student develop a local back-up plan to assist in the event that technical difficulties are experienced during the course.

Accommodations under the Americans with Disabilities Act:

When possible, and in accordance with 504/ADA guidelines, staff members from the Center for Educational Access will work individually with students and assist academic units to determine reasonable accommodations that will enable every student to have access to the full range of programs and services.

If you are registered with the CEA and require accommodations, YOU MUST contact your instructor during the first week of classes.

Phone: 479/575-3104
E-mail: ada@uark.edu

Academic Support

For those struggling in any academic area, the University offers supports services which can be located at the Academic Support website and or Student Support Services.

MKTG 3433 Section 901 Fall 2015

Instructor: John W. Cole
Office: WCOB 311
Office Hours: By appointment
Email: jwcole@walton.uark.edu
Mobile: 479-283-6545

Required Textbook: ***Marketing: The Core;*** **Kerin, Hartley, Rudelius: 6th Edition; McGraw-Hill Irwin.** Hard copy textbooks are available from the bookstores. E-copies are available online. **If you purchase a used textbook, you will also need to buy an access code to the online text materials. New textbooks come with an active access code.**

Accessing the Online Text Materials: For this course, you will need an access code for online lessons and quizzes available from the bookstores or online. Copy and paste http://connect.mheducation.com/class/j-cole-online onto your browser for access to the online text and the learning tools available that are associated with your text, along with the quizzes that are required to be taken at the completion of each chapter.

What is this course about?

Marketing has long been described as finding a need and filling it. Simple and to the point, right? Well, sort of. The discipline of marketing is rigorous and multi-faceted, but at the same time fascinating, gratifying and in many cases, just good fun.

How cool would it be to design a product based on what you know about your customer, going through the product's development, production and ultimately delivering it to a customer who is soon to be "wowed" by how much better their life is because of your finding their need and taking care of it? Your customer then tells lots of others about your product, your business grows and you provide jobs and better lives for many others.

This is just the beginning of what marketing can do. And this class is all about helping you discover how to find and fill peoples or organization's needs, wants and maybe even dreams.

IMPORTANT:

This will be a very difficult class for you if you do not keep up with the deadlines. If you keep up, prepare well and submit your assignments as scheduled you will have a much higher probability of success. I will make every effort to make this class interesting, challenging, fun and applicable to real life. **As your teacher, my role is to support your efforts. I cannot make you successful, but are giving you the opportunity to do so. You have chosen this class, so make the best of it!** Remember, I am here to support your efforts. If you have doubts or questions about the material covered in the lessons, you should feel free to ask me at almost any time…I do get to sleep, you know. The easiest way to communicate with me will be through email at jwcole@walton.uark.edu. If you email me after 6PM your response will come the following morning, and I will do my best to reply to all emails within 24 hours or less. You do have my cell number, and I ask for you to not call after

8PM and only call if it is an emergency. I might be watching a good movie, so please do not expect an immediate answer but I will respond as soon as possible.

Grading

There will be 2 Exams with a multiple-choice format made up of 65 questions at 2 points each. These exams will take place online through an online live proctoring site unless other arrangements are deemed necessary. The procedure for reserving your spot for the exam will be explained via email and with a video announcement as soon as plans are finalized. I will alert you as soon as this is ready.

You will take a quiz after each chapter worth 10 points each, and I will post to your final grading your best 10 quizzes out of 17 for a total of 100 points available from quizzes. Quizzes will be automatically uploaded to my files on the due date and time. You must attempt to take each quiz, and only quizzes that are taken can be dropped. Additionally, no quizzes or other assignments are accepted unless they are submitted on time. You will also have a quiz covering your syllabus, so it pays to read this!

You will also have an introductory posting assignment worth 10 points, along with 5 points for entering your team name correctly, and 5 points each for signing up with our testing service in a timely manner.

You will have 5 required discussion board postings worth 10 points each for a total of 50 points, 1 team project worth 10 points, 1 team project worth 50 points, and final project worth 150 points to wrap up the semester.

So here's the overall grading scheme:

Assessment	Points Possible
Introductory discussion board posting 10 Points	10 Points
Introductory Quiz on Your Syllabus	10 Points
Post your team name	5 Points
Sign up for ProctorU for both exams at 5 Points each	10 Points
2 Exams @ 130 points each for a total of:	260 Points
17 quizzes worth 10 points each and you get credit for your best 10:	100 Points
1 Team Project worth 10 points	10 Points
6 Discussion Board postings at 10 points each	60 Points

1 Team Project at 50 points	50 Points
1 Final Team Project	150 Points

The final grade percentage distribution are as follows:

90% and above earns an A.
80% to 89.99% earns a B.
70% to 79.99% earns a C.
60% to 69.99% earns a D.
Below 60% earns an F.

Questions regarding homework/exams grades can be submitted by email, but I may ask you to come and see me personally in my office or to schedule an appointment for a Bb Collaborate session in order to go through some of the more complicated concepts/topics individually

Make-up Tests:

Standard University of Arkansas policies concerning this issue will be followed. If you miss an exam and you want to take a make-up test, you must have a valid excuse (i.e., death in the family, serious illness and/or hospitalization) and be able to provide proof of this excuse. Also you must contact me within 48 hours of the missed exam, or as soon as possible, so we can make the proper arrangements for the make-up test. When possible make-up tests will also be through the online proctoring site unless other arrangements are deemed necessary.

Academic Integrity:

All students are expected to understand and adhere to the University's policy on academic integrity. For more information you can access the Provost's official site on this topic at: http://provost.uark.edu/245.php. The university states that "[a]cademic dishonesty involves acts that may subvert or compromise the integrity of the educational or research process at the University of Arkansas, when such acts have been performed by a UA student. Academic dishonesty includes, but is not limited to, any act by which a student gains or attempts to gain an academic advantage for him/herself or another by misrepresenting his/her or another's work or by interfering with the independent completion, submission, or evaluation of academic work. Here is a link to a video that Provosts Gaber developed for all students to watch: http://www.youtube.com/watch?v=v6RFoumit7c.

Disclaimer and implied consent:

The instructor reserves the right to alter the contents, requirements and/or scheduling of this course as deemed necessary to provide quality instruction.

By enrolling in this course you agree to abide by the rules and regulations of the class, the Sam M. Walton College of Business and the University of Arkansas.

Connection Speed

Once you have ensured that your computer has the proper operating system and hardware to run BlackboardTM Learn Release 9.1, you should verify that your Internet connection is fast enough to support BlackboardTM Learn Release 9.1. Online courses may require you to download/upload large files and often include streaming audio and video, both of which require faster connections. It is not recommended that you use a dial-up connection.