



## **ORGL 197 – Introduction to Business**

**SYLLABUS:** July Term 2014

**Instructor:** Dr. Kendra Ingram

**Office Location:** Online

**Office Hours:** Online or By Appointment

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### **Course Description**

In this course, you learn the key components that make up the business environment in the United States and internationally. Then, you explore how organizations operate internally by looking at various concepts and functions such as ethics and determining what is right for an organization, structure for an organization, management, marketing, business operations, and finance. The last topic provides insight into starting a business with a solid plan that incorporates good business principles and strategies.

### **Course Competency**

Describe business environment and concepts in an increasingly global society.

### **Pretest**

The Pretest for this Introduction to Business course assesses your knowledge of US and international business environments, the role of ethics and social responsibility, business organization and structure, management functions and approaches, marketing and business enterprise, business operations, financial concepts in business enterprise, and business plans.

### **Learning Outcomes**

1. Describe the key components of the contemporary US and international business environment.
2. Describe the role of ethics and social responsibility in the business environment.
3. Examine how businesses can be organized and structured.
4. Analyze the various functions of and approaches to management.
5. Analyze marketing processes, forces, and issues in a business enterprise.
6. Examine the key strategies, tools, and issues involved in business operations.
7. Examine the key financial concepts involved in the business enterprise.
8. Develop a business plan incorporating sound business concepts, systems, and strategies.

### **Posttest**

The Posttest for this Introduction to Business course assesses your knowledge of US and international business environments, the role of ethics and social responsibility, business organization and structure, management functions and approaches, marketing and business enterprise, business operations, financial concepts in business enterprise, and business plans.

The Posttest is an assessment of your knowledge of the material required for the competency. A score of 80 points or higher is required to demonstrate competency. If you score less than 80 points on any competency you will have an opportunity to review the material and re-take the competency Posttest. You may take the Posttest assessment

up to three times. If you have not passed the competency in three attempts, you will work with an Academic Coach to determine another method of fulfilling the program requirements in this subject. In order to demonstrate competency, a score of 80 points or higher is required.

If the term ends prior to you being able to demonstrate competency you will receive a grade of "X" and be required to complete the remaining competencies in the next term.

## **Policies**

### **Technology Requirements**

This is an online course and the following technological resources are required:

- Computer/Internet access and connection: high-speed preferred (not dial up)
- Speakers - so you can hear audio enhanced assignments throughout the semester
- Headset/Microphone
- Webcam
- Microsoft Word, Excel, and PowerPoint

This course may also require the following:

As a student enrolled at Texas A&M University-Commerce, you have access to an email account via myLeo - all my emails sent from eCollege (and all other university emails) will go to this account, so please be sure to check it regularly. Conversely, you are to email me via the eCollege email system or your myLeo email as our spam filters will catch Yahoo, Hotmail, etc.

Our campus is optimized to work in a Microsoft Windows environment. This means our courses work best if you are using a Windows operating system (XP or newer) and a recent version of Microsoft Internet Explorer (6.0, 7.0, or 8.0).

Your courses will also work with Macintosh OS X along with a recent version of Safari 2.0 or better. Along with Internet Explorer and Safari, eCollege also supports the Firefox browser (3.0) on both Windows and Mac operating systems.

It is strongly recommended that you perform a "Browser Test" prior to the start of your course. To launch a browser test, login in to eCollege, click on the 'myCourses' tab, and then select the "Browser Test" link under Support Services.

### **Access and Navigation**

This course will be facilitated using eCollege, the Learning Management System used by Texas A&M University-Commerce. To get started with the course, go to: <https://leo.tamu-commerce.edu/login.aspx>.

You will need your CWID and password to log in to the course. If you do not know your CWID or have forgotten your password, contact Technology Services at 903-468-6000 or [helpdesk@tamuccommerce.edu](mailto:helpdesk@tamuccommerce.edu).

### **eCollege Student Technical Support**

Texas A&M University-Commerce provides students technical support in the use of eCollege. The student help desk may be reached by the following means 24 hours a day, seven days a week.

- Chat Support: Click on 'Live Support' on the tool bar within your course to chat with an eCollege Representative.

- Phone: 1-866-656-5511 (Toll Free) to speak with an eCollege Technical Support Representative.
- Email: helpdesk@online.tamuc.org to initiate a support request with an eCollege Technical Support Representative.
- Help: Click on the 'Help' button on the toolbar for information regarding working with eCollege (i.e. How to submit to Dropbox, How to post to discussions, etc.)

### **Course Concerns**

If you have questions pertaining to the content of this course (e.g., questions about an exam, about course due dates, etc.), please contact your instructor via email, through the "Virtual Office," or during office hours.

### **Other Questions/Concerns**

Contact the appropriate TAMU-C department related to your questions/concerns. If you are unable to reach the appropriate department with questions regarding your course enrollment, billing, advising, or financial aid, please call 903-886-5511 between the hours of 8:00 a.m.- 5:00 p.m., Monday through Friday.)

### **Communication and Support**

Email is the best way to communicate as it is checked throughout the day. However, in order to avoid duplication of questions and answers I prefer that you post all class related questions in the Virtual Office course tab. It is likely that your peers will have the same question. Emails of a personal nature should be sent to my email address via eCollege. Or if you want to talk via phone, you may contact me via Google voice at 903-246-1679. Please do not call before 9 am or after 9 pm.

### **Course and University Procedures/Policies**

#### **Academic Honesty Policy**

Texas A&M University-Commerce does not tolerate plagiarism and other forms of academic dishonesty. Conduct that violates generally accepted standards of academic honesty is defined as academic dishonesty. "Academic dishonesty" includes, but is not limited to, plagiarism (the appropriation or stealing of the ideas or words of another and passing them off as one's own), cheating on exams or other course assignments, collusion (the unauthorized collaboration with others in preparing course assignments), and abuse (destruction, defacing, or removal) of resource material. Violation of these academic standards may result in removal or failure. Please see the TAMUC Catalog.

#### **Dropping the Class**

If you need to adjust your schedule by dropping this course, please contact your Academic Coach. Please be aware that dropping your course may impact your financial aid, veterans and military benefits, three year, 45-hour, and 30-hour rules. It is the student's responsibility to drop the course. If you fail to officially drop the class, a failing grade shall be assigned.

#### **Incompletes**

If you receive a grade of "X" or Incomplete you have one full term to complete the items that remain incomplete. If you have not submitted the necessary assignments by the end of the next full term your grade automatically converts to an "F."

#### **Student Withdrawal**

A student wishing to withdraw from all courses before the end of a term for which he/she is registered must clear his or her record by filing an application for voluntary withdrawal.

Please contact your Academic Coach.

This action must be taken by the date stated in the Academic Calendar as the last day to drop a class or withdraw. Any student who withdraws from the university is subject to the conditions outlined in the section regarding Scholastic Probation or Suspension in the university catalog. It is the student's responsibility to withdraw from classes if he or she does not plan to attend during the semester in he/she has enrolled. A student has one year from the first day of a semester to appeal a withdrawal refund. Courses withdrawn are counted as attempted hours and count towards the three-peat, 45-hour and 30-hour rules and financial aid and veterans and military benefits.

### **Instructor Withdrawal**

Your instructor of record reserves the right to withdraw a student from his or her course based on inadequate access to and progress in the online course materials.

### **Students with Disabilities**

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

#### **Office of Student Disability Resources and Services**

Texas A&M University-Commerce

Gee Library 132

Phone (903) 886-5150 or (903) 886-5835

Fax (903) 468-8148

StudentDisabilityServices@tamuc.edu

[Student Disability Resources & Services](#)

### **Student Conduct**

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. (See '[Code of Student Conduct](#)' from Student Guide Handbook)