



## TMGT 457 Enterprise Analysis & Trends Course Syllabus: Spring, 2016

Instructor: **Dr. Maribeth McAnally**

University Email Address: **Maribeth.McAnally@tamuc.edu**

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### General Course Information

**Course Description:** The course Enterprise Analysis & Trends will present and analyze different types of industries, discuss the question of business cycles, industry performance, industry evolution, as well as the influence of endogenous factors such as technology, economics (such as inflation, interest rates, labor markets, growth), public policies, and regulation. Economic, regulatory, and global constraints and limitations of resources that impact enterprise and technology trends will be explored.

**Prerequisite:** TMGT 350, Senior Standing.

**Textbook:** A course textbook is not required for this course: Trends are constantly changing, thus rendering textbooks obsolete by the time they reach the press. Therefore, dynamic sources of reference will be utilized in this course. In lieu of purchasing a textbook, you will need to acquire a video webcam in order to participate in the discussion activities.

**Delivery format:** Online, Web-based. No face-to-face required class meetings. In the event the myLEO portal is ever inaccessible and you need to login to eCollege, you should also bookmark the direct URL for eCollege: <http://online.tamuc.org/>

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@tamuc.edu](mailto:helpdesk@tamuc.edu).

To participate in the online course environment, login to eCollege and follow the instructions provided for each week of the course. Instructions, project guidelines, and relevant resources will be provided as needed throughout the course. The Virtual Classroom should be monitored and contributed to regularly. Special announcements or instructions may also be placed in the Announcements, the Virtual Classroom, or sent directly to your MyLeo email, which should be monitored regularly throughout your enrollment at TAMU-C.

### eCollege 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 eCollege Technical Support Representative.
- Email: helpdesk@online.tamuc.org to initiate a support request with 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...)

### Learning Outcomes

Upon satisfactory completion of the course, the learner should be able to:

1. Identify and analyze various factors influencing different types of industries.
2. Identify and analyze various constraints and limitations impacting enterprise and technology trends.
3. Utilize advanced methods of communication to interact and convey information.

### Tips for Success

**Do Not Presume:** Be prepared to devote a minimum of six (6) clock hours a week in a course, and that is a modest estimate. Some weeks and some entire courses will require far more than the 6-hours.

**Study and Pay Attention to the Course Learning Outcomes:** Every course has established learning outcomes that are expected of the student. These are carefully crafted and serve as the foundation on which a well-designed course is built. Every aspect of the academic course including readings, research, assignments, projects and examinations flow from the course learning outcomes. Understanding these will provide a better understanding of what is expected of you, the student, in all aspects of the course.

**Participation:** Always respond to discussion board questions with substantive, well researched remarks. An example of a **bad** posting would be a very short response such as, "I agree with the previous post". An acceptable response would be multi-sentenced, would be thoroughly researched by you and would generate additional thoughts that relate directly to the lesson's subject matter. Use the opportunity to interact and to have a meaningful conversation with your classmates.

**Be Proactive:** If you have course related questions or do not understand an assignment, it is time for you to contact your professor. Do not wait until your grade is in jeopardy to act; your professor is there to guide you through the course. However, your questions should be serious, well written, positive and to the point.

**Establish a Regular Schedule:** It is a good habit to work on your course each day or at least 5-days a week. Your course requires you to spend at least 6-hours per week reading, researching and/or writing. It is not wise or effective to wait until the assignment, project or examination is due to begin-your grade will suffer. Time management, planning ahead and organization are "key" to success in any academic course.

**Surveys:** Your feedback may be requested by Texas A&M University-Commerce during the semester/term regarding your course. **It is important that you take a serious and constructive approach to this activity.** The information gained from you will assist in course evaluation by the

university/college/department to insure that effective learning is taking place within the existing course structure. If changes are indicated, this will help with course re-design and/or other revisions that will make the course more relevant for future students and the employers of graduates.

Avoid Plagiarism: United States law supports that words and ideas can be stolen. The expression of original ideas is considered intellectual property, and is protected by copyright laws, just like other inventions. Almost all forms of expression fall under copyright protection as long as they are recorded in some way (such as a book or computer file).

All of the following are considered plagiarism:

- Turning in someone else's work as your own.
- Copying words and/or ideas from someone else without giving proper credit.
- Failing to put a quotation in quotation marks.
- Providing incorrect information about the source of a quotation or information source.
- Changing words, but copying the sentence structure of a source without giving proper credit.
- Copying so many words or ideas from a source that it makes up the majority of the work you have written, whether you give credit or not.

In most cases plagiarism can be avoided by citing your sources correctly. Simply acknowledging that certain material has been borrowed, and providing your audience with the necessary information to locate that source, is usually enough to avoid a plagiarism charge.

## Technology Requirements

### Basic Technology Requirements

- For maximum efficiency, you are required to have an newer computer with updated OS that is connected using high-speed Internet. Additionally, a backup plan for internet connection is required. Late course work is not accepted because your internet connection was down.
- Microsoft Office 2010 or newer is required.
- Computer Microphone (built-into most modern webcams)
- Video Webcam

### Online Access & Navigation

- This course is facilitated using **eCollege**, the Learning Management System used by Texas A&M University-Commerce.
- To begin the online classroom course go to: <https://leo.tamuc.edu/Login.aspx>
- You will need your Campus Wide Identification Number (CWID) to log into the course.
- If you have questions and/or problems contact: Technology Services at 903-468-6000 or [helpdesk@tamuc.edu](mailto:helpdesk@tamuc.edu)
- **eCollege** HelpDesk is available 24 hours a day, seven days a week. You may contact the **eCollege** HelpDesk at: 1-866-656-5511 or [helpdesk@online.tamuc.org](mailto:helpdesk@online.tamuc.org) or through the Online Chat by clicking on the "Live Support" tab within your **eCollege** course.
- It is strongly recommended that you perform a "Browser Test" prior to the start of any online 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.

## Communication

### Faculty & Class Communication

All written correspondence with your instructor will be accomplished via **eCollege**. Normally emails are responded to within 24 hours of receipt, excluding weekends and holidays. If you wish to meet with me face-to-face, please contact me through email.

Emails are to be written in formal business format with complete sentences, correctly spelled words, correct punctuation, with correct and cordial greetings and salutations. Always place your name at the end of the email correspondence.

**Civility will be the rule at all times!**

## Course Policies

This undergraduate course will require you to read, conduct research, and to write at a level appropriate for a junior-level university student.

- You will be expected to read and comprehend the course syllabus and course announcements.
- You will be expected to manage your time effectively and efficiently throughout the semester.
- You will be expected to meet all deadlines.
- You will be expected to participate fully in the course.
- You will be expected to practice civility in your correspondence and in your interactions with the professor, staff and students.
- You will be expected to devote **at least** 6 clock hours to this course each week (including on-line and off-line).
- You will be expected to log into **eCollege** and this course at least once per week.
- Work, vacation, sickness/accident/death outside your immediate family does NOT constitute an approved excuse for not completing assignments, and/or not meeting any course deadlines.
- If you find it necessary to miss a deadline, notify me immediately! I will work with you to find a solution for your situation, if possible.

## Grading & Evaluation Policy

**Grades:** The final course grade for each student will be based on the following:

Discussion Boards (5 each) 100 points

Presentations (2 each) 120 points

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**TOTAL POSSIBLE POINTS: 220**

GRADING SCALE	
A	220 to 198
B	197to 176
C	175 to 154
D	153 to 132
F	131 and below

## Course Requirements

### Discussion Activities: 100 points– 5 discussions @ 20pts each

A number of discussion opportunities will be provided through the semester. These activities will make use of threaded discussion forums. Discussion activities may require responses, reflections, research, reports, etc. Students must make value-added contributions or responses to each of the topics presented for discussion.

### Presentation Projects: 120 points– 2 presentation @ 60pts each

Each student will produce two Video Presentation Projects that address some aspect of each of the first two Student Learning Outcomes (SLOs) for the course and in doing so, address the third SLO. These activities may include individual and/or group assignments and peer review activities. Project presentations will be made using Web 2.0 technologies as assigned. Project details and specific requirements will be provided for each activity.

### General scale for evaluating course requirements (Rubric)

In the workplace, you are expected to produce written products that must satisfy general requirements of the organization, be appropriate for a specific purpose, and meet the needs of the audience. The following rubric was designed to measure professional workplace expectations. Quality of work will be reflected in the assignment scores. Assignment specific evaluation rubrics may be provided within the course but most assignments will use the following rubric scales, or an adjusted variation thereof:

Points Earned	Description
0	No attempt at addressing the criteria is evident.
1	An attempt at addressing the criteria is evident; however, the implementation is unsuccessfully or incorrectly executed.
2	Criteria is implemented with minimal success and/or execution is well below a reasonable standard of expectation.
3	Criteria is marginally executed or implemented but with apparent room for improvement.
4	Criteria is successfully executed or implemented to an acceptable standard of expectation. Typical "good" score.
5	Criteria is fully and successfully executed or implemented to or beyond the highest standard of expectation. Has "wow factor."

The instructor maintains the official gradebook and calculates grades externally from the courseware. The eCollege gradebook is NOT the official gradebook and is utilized only for the purpose of retrieving quiz/exam grades, when applicable, and as a convenient feedback utility to inform students of individual assignment grades, once available. The eCollege gradebook may or may not display all credit assignments at any given time during the semester and therefore is NOT to be used as a planning tool for identifying required activities or due dates. Grade totals and percentages in the eCollege gradebook may not accurately reflect actual course performance.

### Assignment Submissions

Assignments MUST be completed and submitted by the designated due dates, in the designated location. The instructor does not have "spare" time to engage in a game of hide-and-seek for assignments. If an assignment is not submitted in the specified location, it is considered to be

unsubmitted and will be scored accordingly. Submitted work must be readable and printable using a commonly available Microsoft product (included in Office Suite), Adobe Acrobat (.pdf format), or specified assignment-specific format. Any other formats will not be accepted without prior approval. Students must retain electronic copies of all submitted works and available for resubmission should unforeseen technical circumstances warrant.

### **Research Citations**

The writing and reference formatting style identified in the current edition of the *Publication Manual of the American Psychological Association* (APA) is required for use on written assignments in this course and all courses offered within the TAMU-C Department of Engineering & Technology. The most critical aspect of writing with APA in this course is the observation of correct citation and reference requirements. Failing to properly cite the work of others constitutes plagiarism, an act of academic dishonesty resulting in disciplinary action. The approved TMGT Manuscript Guide provides program specific information on required and allowed variations from APA Style. These two sources are essential references in preparing written assignments for submission. Only specific assignment instructions supersede these established formatting and style requirements.

### **Writing Assistance**

Both on-site and online writing assistance is available through the University Writing Center. The Writing Center is dedicated to helping writers take advantage of all opportunities for learning inherent in the writing process; to that end, center tutors can assist writers at any stage of the writing process. By working with students one-on-one or in small groups, tutors can help writers analyze the rhetorical demands of the writing task, generate and focus ideas at the prewriting stage, ensure they are addressing the writing assignment directly and effectively, elaborate and rework a rough draft after hearing the writer read the draft aloud, discover their strengths and weaknesses in a particular rhetorical context, strengthen arguments, spot weak rhetorical choices and make more effective choices, and address formatting or other surface-level concerns. At no point do center tutors write these papers for the students. All writers working in the Writing Center maintain control of their work; tutors simply offer support and feedback and ask questions they may not have been asking themselves (or may not have even known to ask themselves).

For more information refer to the Writing Center's web pages at:

<http://web.tamuc.edu/academics/colleges/humanitiesSocialSciencesArts/departments/literatureLanguages/writingCenter/default.aspx>

### **Assignment Identification**

All work must identify the student and contain an appropriate assignment identifier within the document. Submissions without this required information will not be graded and a "0" will be assigned for that activity. This is part of "following instructions" and meeting the requirements of the course. Submissions MUST contain the following information at the top of the page:

1. Your name
2. Course number (TMGT 455)
3. Assignment name, chapter number, or relevant identifier

Electronic file submissions MUST conform to the following naming conventions:

Course Prefix&Number–Activity ID–LastNameInitial(s).FileExtension (no spaces in filenames)

Examples:

TMGT457-Abstract1- WalshK.pdf

TMGT457-Abstract2- PhelpsM.docx

**Important:** Files uploaded into eCollege can NOT contain special characters such as the pound symbol (#). Attempting to upload a file with a restricted character will result in an error message and your file will be rejected. For example, use Abstract1 rather than Abstract#1 in your filename.

### **Timely submission of assignments**

**Assignments MUST be completed and submitted by the designated due dates, in the designated location. NO EXTRA CREDIT WILL BE GIVEN AND LATE WORK WILL NOT BE ACCEPTED.**

Any quizzes that may be given in the course automatically close at the posted deadline and will not be reopened for retakes or late submission. Each quiz MUST be completed by the posted deadline or a zero will be earned. Unless indicated otherwise, assignments may be submitted early; however, students should be aware that this does not imply that assignments will be graded prior to the assignments' due date as assignments are typically evaluated as a group once all submissions have been received. All times specified in the course are in the Central Time Zone.

Due-dates may be listed in multiple locations throughout the course to assist you in keeping deadlines; however, the Class Schedule, available on the class public webpage, and embedded on the Schedule/Calendar page in the Courseware, is the primary and definitive reference for official due-dates for class assignments. The calendar should be referenced for due-date confirmation on all assignments and in the event of any discrepancy between documents or date references within the course, the dates provided on the official Class Schedule will take precedence and be enforced. In the event circumstances warrant a modification of the due-date of an assignment, the change will be announced in a prominent location in the course (the Virtual Classroom or Announcement section) and the Class Schedule will be updated accordingly. Should you find a discrepancy of dates within the course, please notify the instructor as to its exact location so it can be corrected.

### **Make-up and extra credit assignments**

**No make-up, extensions, resubmissions, or extra credit assignments are available in this course.**

Credit is earned exclusively by completing the required activities, as assigned, and submitting by the due date, without exception.

### **Grade of "X" (Incomplete)**

In accordance with the Academic Procedures stated in the TAMU-C Catalog, "students, who because of circumstances beyond their control, are unable to attend classes during finals week or the preceding three weeks will, upon approval of their instructor, receive a mark of 'X' (incomplete) in all courses in which they were maintaining passing grades." The mark of "X" is rarely applicable and will only be considered in strict compliance with University Policy upon submission of complete medical or other relevant documentation. Discovery of an impending failure of a course, although personally

disappointing, DOES NOT constitute an emergency in academia and does not meet the criteria for the assignment of an incomplete.

## **COURSE AND UNIVERSITY PROCEDURES/POLICIES**

### **Academic Honesty Policy**

Texas A&M University-Commerce does not tolerate plagiarism and other forms of academic dishonesty. Plagiarism represents disregard for academic standards and is strictly against University policy. Plagiarized work can result in a "0" on a given assignment(s) or an "F" for the course as well as further administrative sanctions permitted under University policy. You may discuss course work and other course materials with fellow students (except during tests), but it is inappropriate to have another student do your course work or provide you with any portion of it.

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), auto-plagiarism (duplicate submission of single work for credit in multiple or repeated classes), 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. All works submitted for credit must be original works created by the scholar uniquely for the class. Works submitted are subject to submission to TurnItIn, or other similar services, to verify the absence of plagiarism. Consequences of academic dishonesty may range from reduced credit on the plagiarized assignment to petition for removal from the academic program or institution, depending on the circumstances and extent of the violation; however, in typical instances, an automatic F on the assignment is considered appropriate as a minimum consequence.

Also, be aware that the statute of limitations for penalties for plagiarism does not end upon the completion of the course or even upon graduation. If an instance of plagiarism is found anytime after the completion of the course, the course grade is subject to change accordingly and any awarded degree utilizing the course is subject to revocation.

To avoid plagiarism, an individual must give credit whenever they:

- a) use another individual's idea, opinion, or theory;
- b) use facts, statistics, graphs, and drawings that are not common knowledge;
- c) use quotations of another individual's spoken or written words; or
- d) paraphrase another individual's spoken or written words.

Any works referenced should be properly cited in accordance with APA 6th edition style.

Web resources for additional reference regarding what constitutes plagiarism and how to avoid it include:

<http://www.plagiarism.org/>

<http://www.unc.edu/depts/wcweb/handouts/plagiarism.html>

<http://www.indiana.edu/~wts/pamphlets/plagiarism.shtml>



## **Scholarly Expectations**

Work submitted is expected to demonstrate higher-order thinking skills and represent the student's best possible effort on the assignment. A student should NEVER ask an instructor what they made on a particular assignment for the purpose of determining how much effort to put into the next assignment. Any effort, on any activity, that is less than the student's best is insufficient and will most likely be reflected in the grade. If a passing grade is desired in this course, it must be demonstrated by virtue of your performance throughout the course.

## **ADA Statement**

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](mailto:StudentDisabilityServices@tamuc.edu)

## **Non-Discrimination Statement**

A&M-Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

## **Course Outline and Calendar**

Detailed Course outline and calendar is located in the eCollege course.

## **Student Responsibilities and Commitments**

### **Time Commitment (16-week term)**

In a college-level course, it is a reasonable and accepted expectation that a student will spend between three and four hours outside of class for each hour spent in class. This applies to online and web-enhanced courses just as it does to a traditional course when determining the total expectation of time that should be spent on a particular course per week, or day in the case of summer or sub-term courses. The activities in this course are based on a 15-week instruction schedule. An understanding of this expectation can help serve as a gauge for you to determine a range of how much time you will need to allow for and devote to each course.

The average time commitment range calculation for a three Semester Credit Hour (3 SCH) course, such as this one, is shown in the following table:

Average expected time spent on class or class related work.	Minimum expected average time based on 3:1 time ratio.	Maximum expected average time based on 4:1 time ratio.
"In" class per class week	2hr. 30min.	2hr. 30min.
"Outside" class per class week	7hr. 30min.	10hr. 00min.
<b>TOTAL Weekly Expectation</b>	<b>10hr. 00min.</b>	<b>12hr. 30min.</b>
<b>TOTAL Term Expectation</b>	<b>150hr. 00min.</b>	<b>187hr. 30min.</b>

### Attendance

All students must be active participants in class activities. There is no "excused" absence in this course. An absence is an absence, regardless of reason. In on-line courses, attendance is equated to the demonstration of an active, regular presence in the virtual course environment and appropriate progress toward timely assignment completion. An active presence may be shown through participation in, and contributions to, on-line class discussions and the Virtual Classroom. Regular attendance and assignment submissions are essential for success. Regular "check-ins" are required and counted toward the course grade. If an extended situation arises during the course of the semester that prevents you being able to perform to a level allowing you to earn the grade you desire, it may likely be in your best interest to drop the course and re-enroll later. If you're planning an extended vacation during the semester that will interfere with your ability to participate as required, this will not be the time for you to take this class. Go ahead, drop the class, enjoy your vacation, and re-enroll in a semester in which you are ready to dedicate the time and effort necessary to be successful in your studies. Bottom line... Academic studies require significant effort and dedication. Either you're all in and committed, or you need to step back until you're ready and able to rise to the challenge.

### Drops & Withdrawals (and understanding the difference)

**Drop** – Removal of the student from one or more courses while remaining actively enrolled in one or more remaining courses in a given semester. A drop must be initiated by the student, with reason, subject to instructor approval, or it may be initiated by the instructor in the case of excessive absences, at the discretion of the instructor. Drop requests must be submitted on or before the drop deadline. A student may not be dropped from a single course after the drop deadline is passed. Requests to drop a course are submitted via the student's myLEO account.

**Withdraw** – Elective removal of the student from ALL courses in which (s)he is enrolled in a given semester. A withdrawal request must be initiated by the student submitting the official Withdrawal Form to the Office of the Registrar on or before the last day to withdraw. Withdrawals cannot be initiated by instructors and do not require instructor approval.

The student is responsible for confirming official university dates/deadlines and meeting any and all necessary deadlines pertaining to drops & withdrawals. In the event of a discrepancy between a date provided in the course and a date on the [official university calendar](#), the date on the official university

calendar, or revised date officially announced by the registrar or other authorized university official, will take precedence.

### **Surveys/Course Evaluations**

Your feedback may be requested by Texas A&M University-Commerce during the semester/term regarding your course. *It is important that you take a serious and constructive approach to this activity.* The information gained from you will assist in course evaluation by the university/college/department to insure that effective learning is taking place within the existing course structure. If changes are indicated, this will help with course re-design and/or other revisions that will make the course more relevant for future students and the employers of graduates.

### **Student Conduct/Citizenship**

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*).

Students are expected, at all times, to recognize constituted authority, to conform to the ordinary rules of good conduct, to be truthful, to respect the rights of others, to protect private and public property, and to make the best use of their time and effort toward the educational process.

At no time is a student allowed to exchange dialog with, make requests of, or make implications to a member of faculty that could be construed as a request for, or expectation of, preferential or differential treatment among members of a class. A student may not place an instructor in a position in which there is an expectation by the student that (s)he will be evaluated, assessed, or given consideration in a manner inconsistent with that of the entire class. All students within a class will be held to an identical standard of expectation and assessment, within the law.