



# A&M-COMMERCE

To access COVID-19 information, please visit the [Stay Healthy Lions Webpage](#).

**ORGL 342 OCW 30283– Leading Innovation**  
COURSE SYLLABUS: May Mini 2022, May 16-July 1, 2022

## INSTRUCTOR INFORMATION

**Instructor:** Paige Bussell  
**Office Location:** Online  
**Office Hours: Online** – Send me an email and I will reply asap  
**Phone:** 903-468-3209  
**University Email Address:** Paige.Bussell@tamuc.edu  
**Preferred Form of Communication:** email  
**Communication Response Time:** 24-48 hours

**Please Note\*** If you email me and get an out of office response, please do **NOT** email the contact person. They work for the University but are not part of this class. I will email you back within the allotted time frame.

## COURSE INFORMATION

### Materials

This course has been designed using Open Educational Resources (OER). All materials are embedded within the course and are accessible via the internet. After taking the pretest, students are encouraged to bookmark, download, or save materials provided via the internet for use during quizzes, assignments, and projects in this class.

## ORGANIZATION LEADERSHIP PROGRAM DESCRIPTION

The Bachelor of Applied Arts and Sciences in Organizational Leadership (ORGL) degree is a competency-based program that prepares innovative leaders for employment in an increasingly technological and global society. This program provides opportunities for students to receive credit for what they know and can do already, allows them to accelerate completion of their degree, and — because it is fully online — students are able to plan their study schedule around the rest of their day to complete the coursework.

## COURSE DESCRIPTION

Students in the Organizational Leadership program will be able to effectively recognize and describe the concepts, challenges, and opportunities of entrepreneurship. This Entrepreneurship competency helps you develop the critical thinking skills needed for your role as an organizational leader, whether starting and operating a small business or not-for-profit organization or working for an existing corporation or company. In other words, the hallmark of a successful manager and leader is treating the company for which you work as if it were your own. As such, this course develops the basic skills you need to evaluate opportunities that can be applied across myriad managerial and leadership positions, anticipate challenges, assess the best course of action, monitor its progress, make adjustments,

develop competitive advantages, seize and respond to opportunities, adapt to market changes, and the like.

### STUDENT LEARNING OUTCOMES

Completion of this course provides the student with the knowledge to:

1. Create components of a viable business plan.
2. Demonstrate management, leadership, and communication skills for running and growing a business.
3. Demonstrate techniques for analyzing costs, preparing financial documents, and reporting requirements.
4. Design an effective strategy for marketing, customer service, selling and relationship building.
5. Create a plan for researching, securing and managing the financial aspects of the enterprise.
6. Devise a plan for business operations that will ensure the business delivers on its promises to customers.

### COURSE REQUIREMENTS

**Minimal Technical Skills Needed:** Students will need reliable computer and internet access for this course. Students must be able to effectively use myLeo email, myLeo Online D2L, and Microsoft Office.

**Instructional Methods:** This course is an online course. To be successful in this course, all content and course modules should be read and reviewed. All assignments and quizzes (both graded and not graded) must be completed. Please contact the instructor by email for any assistance.

Email your instructor as soon as you complete your pre-test so the instructor can access and grade your work.

**Student Responsibilities or Tips for Success in the Course:** To be successful in this course, all content and course modules should be read and reviewed. All assignments and quizzes (both graded and not graded) should be completed. Please contact the instructor by email for any assistance. BE sure to email the instructor after completion of Pre-test, Post-test and Project.

### ASSESSMENT

Students must achieve 80% or higher for the both the posttest and culminating business plan project to demonstrate competency and pass the course.

#### Course Pre-test

The purpose of the pre-test is to provide a baseline understanding of your knowledge in this competency. The pre-test is required before you begin studying course materials. If you do not make at least 80% on the pre-test, students will be expected to complete assignments, quizzes, and other course content to prepare for the post-test and culminating project.

Content	Description	Value	Notes
Pre-test	This is the initial assessment in the course to provide a baseline understanding of a student's knowledge of the	100 points	<u>Required before completing any other work in the course.</u> The grade

Content	Description	Value	Notes
	course content and competencies. Pretests are taken once and should be completed upon the first couple of days of a CBE academic term or entry into a course if a student is an accelerator.		on the pre-test does <b>not</b> count in the final grade for this course.  <b>SUGGESTED DUE DATE: First week of class enrollment</b>

### Business Plan Project

A required business plan project covers the components of a business plan, is worth 100 points, and will be averaged with the post-test grade to determine the final grade. The project's goal is to answer the ten questions and combine them into one cohesive business plan for an organization of your choosing. **A score of 80% or higher is required.**

Content	Description	Value	Notes
Business Plan Project	Assesses your knowledge of the concept of a business plan through guided questions.	100 points	<u>Required and you must score 80% or higher.</u> <b>SUGGESTED DUE DATE: Last day of week 5, by 11:59 PM CST</b>

### Course Post-Test

The final comprehensive exam assesses student knowledge and understanding of major course concepts, theories, and processes. **A score of 80% or higher is required** to demonstrate competency.

Content	Description	Value	Notes
Post-test	Measures your competency of learning outcomes through essay, short answer, and multiple-choice questions.	100 points	<u>Required and you must score 80% or higher. You have three attempts.</u> <b>DUE: Last day of week 7 by 11:59 PM CST</b>

If you score less than 80% on the post-test, you will have an opportunity to review the material and retake the post-test two additional times. If the posttest score is less than 80% within three attempts, students will receive a grade of "F" in the course and will be required to retake the course in the new term. Students who fail the posttest should review instructor feedback before reattempting the posttest.

### GRADING

A score of 80% or higher on the Business Plan Project and Posttest is required to demonstrate competency and receive credit for the course. These items are used to calculate your final grade:

Item	Worth
Posttest	100 points

Business plan exercise	100 points
<b>Total</b>	200 points

A = 180-200 points

B = 160-179 points

F – 159 or fewer points

## **TECHNOLOGY REQUIREMENTS**

### **LMS**

All course sections offered by Texas A&M University-Commerce have a corresponding course shell in the myLeo Online Learning Management System (LMS). Below are the technical requirements

Learning Management System (LMS) Requirements:

View the [Learning Management System Requirements Webpage](#).

LMS Browser Support:

Learn more on the [LMS Browser Support Webpage](#).

YouSeeU Virtual Classroom Requirements:

Visit the [Virtual Classroom Requirements Webpage](#).

## **ACCESS AND NAVIGATION**

You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or [helpdesk@tamuc.edu](mailto:helpdesk@tamuc.edu).

**Note:** Personal computer and internet connection problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, Starbucks, a TAMUC campus open computer lab, etc.

## **COMMUNICATION AND SUPPORT**

If you have any questions or are having difficulties with the course material, please contact your Instructor.

### **Technical Support**

If you are having technical difficulty with any part of Brightspace, please contact Brightspace Technical Support at 1-877-325-7778. Other support options can be found on the [Brightspace Support Webpage](#).

### **Interaction with Instructor Statement**

This is an online course; therefore, expect most communication to be online as well. Correspondence will always be through university email (your “myLeo” mail) and announcements in myLeo online (D2L). The instructor will make every effort to respond to emails within 24 provided the correspondence follows the requirements listed below. Students are encouraged to check university email daily.

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

### **Syllabus Change Policy**

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance.

### **Student Conduct**

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. The Code of Student Conduct is described in detail online in the [Student Guidebook](#).

Students should also consult the [Rules of Netiquette Webpage](#) for more information regarding how to interact with students in an online forum.

### **TAMUC Attendance**

For more information about the attendance policy, please view the [Attendance Webpage](#) and the [Class Attendance Policy](#)

### **Academic Integrity**

Students at Texas A&M University-Commerce are expected to maintain high standards of integrity and honesty in all of their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

[Undergraduate Academic Dishonesty Policy](#)  
[Undergraduate Student Academic Dishonesty Form](#)

### **Students with Disabilities-- 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  
Velma K. Waters Library Rm 162  
Phone (903) 886-5150 or (903) 886-5835  
Fax (903) 468-8148  
Email: [studentdisabilityservices@tamuc.edu](mailto:studentdisabilityservices@tamuc.edu)  
Website: [Office of Student Disability Resources and Services](#)

### **Nondiscrimination Notice**

Texas A&M University-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.

### **Campus Concealed Carry Statement**

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce buildings only by persons who have been issued and are

in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations. For a list of locations, please refer to the [Carrying Concealed Handguns On Campus](#) document and/or consult your event organizer. Pursuant to PC 46.035, the open carrying of handguns is prohibited on all A&M-Commerce campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

## COURSE OUTLINE / CALENDAR

Learning Objectives and Competencies	Assignments
<b>LO1: Components of a business or organizational plan</b>	Read the material for the week. Answer any discussion questions and complete any assignments.  <b>Suggested completion date</b> <b>End of Week 1</b>
<b>LO2: Skills for running and growing an organization</b>	Read the material for the week. Answer any discussion questions and complete any assignments.  <b>Suggested completion date</b> <b>End of Week 2</b>
<b>LO3: Costs, financial documents, and reporting</b>	Read the material for the week. Answer any discussion questions and complete any assignments.  <b>Suggested completion date</b> <b>End of Week 3</b>
<b>LO4: Business strategies</b>	Read the material for the week. Answer any discussion questions and complete any assignments.  <b>Suggested completion date</b> <b>End of Week 4</b>
<b>LO5: Enterprise's financial plans</b> <b>Turn in your business plan project as soon as you can or no later than 5/8/2022</b>	Read the material for the week. Answer any discussion questions and complete any assignments.  <b>Suggested completion date</b> <b>End of Week 5</b>
<b>LO6: Organizational operations plan</b>	Read the material for the week. Answer any discussion questions and complete any assignments.  <b>Suggested completion date:</b> <b>End of Week 6</b>
<b>Complete the post-test.</b>	A study guide is available in D2L. Instructions and rubric available in D2L.  <b>Required complete by date:</b> <b>End of Week 7</b>