



# TEXAS A&M UNIVERSITY COMMERCE

*“Ceaseless industry, fearless investigation,  
unfettered thought, unselfish service to others.”*

W.L. Mayo

## FALL 2022

**COURSE NUMBER:** UNCO 1301 - 01E (82011)

**COURSE TITLE:** Business, Society and Unfettered Thought

**INSTRUCTOR:** Dr. Guclu Atinc

**REQUIRED TEXT:** *Fundamentals of Business* by Stephen Skripak – This is a free eBook from OERCommons:

2020, Third edition of Fundamentals of Business  
[Downloadable  
version] <https://doi.org/10.21061/fundamentals-of-business3e-vtechworks>

(The instructor will provide several cases and supplemental reading/audio/video materials during the semester)

**COURSE  
DESCRIPTION:**

This signature course focuses on the critical thinking skills required to manage the increasingly integrated, interdependent, and complex relationship between business and society. Students will gain an understanding of the role of business in society, the capacity to use knowledge to effectively analyze, debate, and solve societal/organizational problems in a socially responsible and ethical manner, and the ability to successfully communicate potential solutions across audiences.

**PREREQUISITE:** The students are expected to take this class with enthusiasm to learn.

**COURSE OBJECTIVES:**

The outcomes for students to successfully complete this course include:

1. In written, oral, and/or visual communication, students will communicate in a manner appropriate to audience and occasion, with an evident message and organizational structure. (Oral/Written Communication)
2. Students will be able to analyze, evaluate, or solve problems when given a set of circumstances, data, texts, or art. (Critical Thinking)
3. Students will demonstrate an understanding of societal and/or civic issues and the role that business plays in addressing these issues.(Social Responsibility)

**CLASS MEETING:** MWF 10:00 a.m. – 10:50 a.m.

**CLASS LOCATION:** BA 106

**TEACHING METHOD:** Lecture, case studies, discussions, in-class activities

**OFFICE & TELEPHONE NUMBER:** BA 310, Phone: 903-886-5685

**EMAIL ADDRESS:** guclu.atinc@tamuc.edu

**OFFICE HOURS:** By appointment only due to Covid 19 pandemic

**ATTENDANCE POLICY:** Students are expected to attend the course during the regular classroom hours (MWF 10:00 a.m. – 10:50 a.m. CST). – BA106

“Students should not attend class when ill or after exposure to anyone with a communicable illness. Communicate such instances directly with your instructor. Faculty will work to support the student getting access to missed content or completing missed assignments.”

Please, click on the following link to access A&M-Commerce Covid 19 Information,  
<https://new.tamuc.edu/coronavirus/>

**MAKE-UP POLICY:** Unless there is an officially documented reason for missing an exam, no make-up exams will be given.

## **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 technical requirements

LMS Requirements:

<https://community.brightspace.com/s/article/Brightspace-Platform-Requirements>

LMS Browser Support:

[https://documentation.brightspace.com/EN/brightspace/requirements/all/browser\\_support.htm](https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.htm)

YouSeeU Virtual Classroom Requirements:

<https://support.youseeu.com/hc/en-us/articles/115007031107-Basic-System-Requirements>

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 here:

<https://community.brightspace.com/support/s/contactsupport>

## 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, a TAMUC campus open computer lab, etc.

### University Specific Procedures

#### 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 in the [Student Guidebook](#).

<http://www.tamuc.edu/Admissions/oneStopShop/undergraduateAdmissions/studentGuidebook.aspx>

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: <https://www.britannica.com/topic/netiquette>

#### TAMUC Attendance

For more information about the attendance policy please visit the [Attendance Procedure 13.99.99.R0.01](#).

<http://www.tamuc.edu/admissions/registrar/generalInformation/attendance.aspx>

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/academic/13.99.99.R0.01.pdf>

## **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 13.99.99.R0.03](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/undergraduates/13.99.99.R0.03UndergraduateAcademicDishonesty.pdf>

### [Graduate Student Academic Dishonesty 13.99.99.R0.10](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/graduate/13.99.99.R0.10GraduateStudentAcademicDishonesty.pdf>

## **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

Gee Library- Room 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](#)

<http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/>

## **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.

Web url:

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>

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.

#### *A&M-Commerce Supports Students' Mental Health*

The Counseling Center at A&M-Commerce, located in the Halladay Building, Room 203, offers counseling services, educational programming, and connection to community resources for students. Students have 24/7 access to the Counseling Center's crisis assessment services by calling 903-886-5145. For more information regarding Counseling Center events and confidential services, please visit [www.tamuc.edu/counsel](http://www.tamuc.edu/counsel)

**COURSE COMMUNICATION:** Students are required to check their e-mail at least once a day for class information. The primary mode of communication in this class will be e-mail messaging. You should also check the D2L platform for announcements, to access the course documents via Doc Sharing, post comments on the discussion board, and to check your grades. All the written, audio and video files will be uploaded to D2L.

#### **EVALUATION:**

Individual Cases - Assignments	15 percent
Weekly Quizzes	10 percent (5 quizzes, one lowest grade will be dropped)
Participation/Attendance	5 percent
Mentoring Activities	10 percent (5 Mentoring Fridays, 1 Mentoring Meet-ups)
Exams	50 percent (three exams, one lowest grade will be dropped)
Lionizing Event	10 percent (peer evaluations will impact your grade)

90-100 percent	A
80-89 percent	B
70-79 percent	C
60-69 percent	D
less than 60 percent	F

Keep in mind that you are going to be accumulating points throughout the semester!  
(In other words, try to get as many points as you can, including the occasional bonus points)

**ABOUT CASES - ASSIGNMENTS:** Cases and assignments constitute to be an important part of this course. The case method is intended to lead us to a debate. During this debate, sometimes we will reach a consensus while other times a single "right answer" may not emerge. The idea is not always to find the right answer but the reasoning process we adopt in our analyses. The

assignments may be turned in or may be in class activities such as short speeches or presentations. The cases and individual assignments will help you to:

- Illustrate critical thinking
- Practice written and/or oral communication
- Demonstrate social responsibility regarding the topic of the case studies

**EXAMS:** There will be 3 (three) exams. Exams will include multiple choice questions. One lowest grade will be dropped.

**QUIZZES:** There will be 5 (five) quizzes. Quizzes may include multiple choice and/or essay/short answer questions. One lowest grade will be dropped.

**Mentoring Fridays:** Throughout the semester, several Friday sessions will be reserved for Mentoring Friday events (see below and also in the calendar). Supplemental Instructors (SIs) oversee these events. SIs will teach smaller cohorts of students various content that is related to student success.

*Mentoring Friday dates:*

9/2: Un-Coding College: Secrets to a successful first year

9/23: Bringing my university life balance

10/14: My most epic fail: building failure immunity

11/11: Choosing your major and planning for your life

12/2: Money \$marts

*Mentoring meet-up timeframes:*

9/6-9/30: First meeting of the semester timeframe

10/3-10/28: Second meeting of the semester timeframe

10/31-12/2: Third meeting of the semester timeframe

**The Lionizing Event:** The Lionizing is a culminating event required of all sections of UNCO 1301. At this public event, students will present their work to the entire University Community. The instructor will determine the format of these presentations. Suggestions include poster presentations, short talks, oral presentations, etc. Students will be present at the Lionizing to take questions about their work.

For this course, the Lionizing event will be about how businesses can play constructive roles in addressing poverty in America. A team of assessors will review the visual presentations with a rubric to evaluate how well your presentation:

- Demonstrates critical thinking
- Demonstrates understanding of your social responsibility
- Demonstrates excellent communication skills

This assessment will not influence your grade; instead, it helps the University assess how well our Signature Courses are helping students meet important outcomes. Although the assessment

at the event will not be graded, as your instructor, I will be grading you as part of the course (peer evaluations will impact your individual grade).

*Week Dates:*

<b>Week</b>	<b>Dates</b>		<b>Week</b>	<b>Dates</b>	
Week 1	8/29/22	9/4/22	Week 9	10/24/22	10/30/22
Week 2	9/5/22	9/11/22	Week 10	10/31/22	11/6/22
Week 3	9/12/22	9/18/22	Week 11	11/7/22	11/13/22
Week 4	9/19/22	9/25/22	Week 12	11/14/22	11/20/22
Week 5	9/26/22	10/2/22	Week 13	11/21/22	11/27/22
Week 6	10/3/22	10/9/22	Week 14	11/28/22	12/4/22
Week 7	10/10/22	10/16/22	Week 15	12/5/22	12/11/22
Week 8	10/17/22	10/23/22	Week 16	12/12/22	12/15/22

### ***COURSE SCHEDULE***

<b>DATE</b>	<b>TOPIC</b>	<b>NOTE</b>
Week 1	Chapter 1: Teamwork in Business	Welcome to UNCO 1301 – Formation of groups Un-Coding College: Secrets to a successful first year
Week 2	Chapter 2: The Foundations of Business	Quiz 1
Week 3	Chapter 3: Economics and Business	Case/Assignment 1
Week 4	Chapter 4: Ethics and Social Responsibility	Quiz 2 Bringing my university life balance
Week 5	Chapter 5: Business in a Global Environment	In-Class activity
Week 6	Chapter 6: Forms of Business Ownership	Exam 1 (Chapters 1, 2, 3, 4, 5, 6)
Week 7	Chapter 7: Entrepreneurship: Starting a Business	In-class activity My most epic fail: building failure immunity
Week 8	Chapter 8: Management and Leadership	Case/Assignment 2
Week 9	Chapter 9: Structuring Organizations	Quiz 3
Week 10	Chapter 10: Operations Management	In-class activity
Week 11	Chapter 11: Motivating Employees	Case/Assignment 3 Choosing your major and planning your life
Week 12	Chapter 12: Managing Human Resources	Exam 2 (Chapters 7, 8, 9, 10, 11, 12) Money Smarts
Week 13	HAPPY THANKSGIVING	
Week 14	Chapter 14: Marketing: Providing Value to Customers Chapter 15: Pricing Strategy	Quiz 4, In-class activity
Week 15	Chapter 17: Accounting and Financial Information Chapter 18: Personal Finances	Quiz 5, Case/Assignment 4
Week 16	Final Exam (Exam 3)	Chapters 14, 15, 17, 18 Lionizing Event – 12/14 3:00-5:00 p.m. RSC

The above schedule is tentative and subject to change throughout the semester.