



**EAST TEXAS
A&M**

**SPRING 2026
COB- 1301: INTRODUCTION
TO BUSINESS**

CLASSROOM: Web-based
MEETING TIME: Tuesday 5:30-7:00 PM CST
LOCATION: D2L (ZOOM)
NOTE ABOUT TIMES: All times and deadlines for this course are listed as Central Standard Time (CST) Zone (Commerce, TX) times.

Instructor: Dr. Sonia Taneja
E-mail: Sonia.Taneja@etamu.edu
Office: BA 326 Main Campus
Office Hours: Tuesday 1:30-5:30 PM (Online) and Wednesday 12:15-1:15 PM (Dallas Campus)
Zoom Link Use the Zoom link below for office hours
<https://tamuc.zoom.us/j/95710519108?pwd=IkW3U6nbcjUKnbZRaPCpK0FIKCC7YP.1>

***The best way to reach me or to make appointments is by MY ETAMU email, which will allow me to respond within 24 hours**

****Students are responsible for all announcements published in the course in D2L.**

Welcome to College of Business at East Texas A&M University! We are glad to have you in our business degree program, and all the faculty and staff sincerely want you to succeed in both your education and your career!

REQUIRED TEXT:

Collins, K. (2023). Exploring Business v. 5.0 eISBN: 978-1-4533-4125-4

***This book can be purchased directly from Flat World Knowledge (www1.flatworldknowledge.com) with the following available options:**

Student Formats and Costs: (*Prices subject to Change)

- **Digital All Access Pass: \$56.95**
Includes—Access to online, offline, and eBook formats: online book with Study Pass, chapter PDFs, and eBook files for tablets, e-readers, and smartphones.
- **Study Pass: \$36.95**
Includes—Access to the online book only with study tools like note-taking and highlighting; study aids like flashcards; and study view, which collapses each chapter into key terms and key takeaways. ***This \$33.95 option is acceptable for my class. **
- **Online Access (required) + Color Textbook: \$63.95**
- **Black & White Print Textbook: Print on demand**
Includes—A black and white hard-copy text plus bonus access to online and eBooks.
- **Color Print Textbook: Print on demand: \$83.95**
Includes—A color hard-copy text plus bonus access to online book.

****The digital all access pass is also available for purchase through the University bookstore.**

- **Cost: \$56.95 (Prices Subject to Change)**

(Students can purchase textbook in the affordable format of their choice or redeem their Digital All Access Pass code by following course adoption link below:

<https://students.flatworldknowledge.com/engage/courses/2616205>

COURSE DESCRIPTION:

The goal of this class is to provide you with knowledge and tools to be successful in your personal and academic life and be successful in your chosen career. You will learn the types and examples of career opportunities for business, various aspects of business functions, decision-making processes at work and in your daily lives. You will be familiar with economic systems, forms of business ownership, and considerations for running a business. We want to provide you with coping strategies for common challenges facing today's students as well as help you develop crucial skills for success as a businessperson including but not limited to reading and writing in business terminology, note taking, and problem solving, critical thinking, and recognizing opportunities.

COURSE TOPICS:

- Understanding Economic Systems and Business
- Making Ethical Decisions and Managing a Socially Responsible Business
- Competing in the Global Marketplace
- Forms of Business Ownership
- Entrepreneurship: Starting and Managing Your Own Business
- Management and Leadership in Today's Organizations
- Managing Human Resources and Labor Relations
- Understanding, Leading, & Motivating Employees
- Achieving World-Class Operations Management
- Creating Products and Pricing Strategies to Meet Customers' Needs
- Using Technology to Manage Information
- Using Financial Information and Accounting
- Understanding Money and Personal Finance
- Choosing and Preparing a Career in Business

COURSE OBJECTIVES:

After successfully completing this course, students will be able to:

1. Explain integrity, ethics, & social responsibility as they relate to business, leadership, and management.
2. Identify the major business functions of accounting, finance, information systems, management, and marketing.
3. Explore domestic and international considerations for today's business environment.
4. Understand the role of information technology in business.

COURSE MAPPING

University Core Objective	Course Objectives:	Objectives will be measured through the following course activities:
<i>Critical Thinking Skills:</i> creative thinking, innovation, inquiry, and analysis, evaluation, and synthesis of information	1, 2, 3, 4	Case Study Business Plan Exams
<i>Communication Skills:</i> effective development, interpretation, and expression of ideas through written, oral and visual communication.	1, 2	Business Plan
<i>Empirical and Quantitative Skills:</i> manipulation and analysis of numerical data or observable facts resulting in informed conclusions	2, 4	Business Plan Exams
<i>Teamwork:</i> consider different points of view and to work effectively with others to support a shared purpose or goal	1, 2, 3	Team Assignment
<i>Personal Responsibility:</i> connect choices, actions, and consequences to ethical decision-making	1, 2, 3	Case Study
<i>Social Responsibility:</i> intercultural competence, knowledge of civic responsibility, and ability to engage effectively in regional, nation, and global communities	1, 2, 3	Business Plan Exams

CLASS MEETING:

This is a completely online course. We will be having synchronous meetings through ZOOM in D2L in your course management website. Please review the schedule on page 7 for live sessions.

TECHNOLOGY REQUIREMENTS:

LMS: All course sections offered by East Texas A&M University 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

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.

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 East Texas A&M campus open computer lab, etc.

COURSE FORMAT:

This course is a completely online course (Web Enhanced). Lectures will be provided via ZOOM at the scheduled time of the class. They will be recorded. Details will be provided on the first day of the class. You will find the majority of the information and materials that you will need to complete the course in this syllabus and on the course management website. Be sure to attend the sessions regularly and check your university e-mail regularly to see what work you are required to do. All of the handouts and assignments for this course are posted under the "Assignments" tab in course shell. You should submit your work in a format that is compatible with **Microsoft Office 2007/2010** and post it in the appropriate "Dropboxes" when they are due. Mid-Term and final exam will be held online.

COURSE SCHEDULE:

A course schedule is included on the seventh page of this syllabus.

SYLLABUS SUBJECT TO CHANGE STATEMENT:

I anticipate that we will follow the schedule I've outlined in this syllabus, but I may make adjustments based on what actually happens in class and as the situation transpires. I may also change the basis for the course grade (if I need to eliminate an assignment or something of that nature). If I do so, I will so inform you in writing. Remaining in the course after reading this syllabus will signal that you accept the possibility of changes and responsibility for being aware of them.

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>

UNIVERSITY ATTENDANCE

For more information about the attendance policy please visit the [Attendance](#) webpage and [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 East Texas A&M University 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>

SPECIAL NEEDS/REASONABLE ACCOMODATIONS:

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:

East Texas A&M University
Gee Library- Room 162
Phone (903) 886-5150 or (903) 886-5835
Fax (903) 468-8148
Email: studentdisabilityservices@tamuc.edu

Website: [Office of Student Disability Resources and Services](http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/)

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

STATEMENT ON AI USE IN COURSES (MAY 2023):

East Texas A&M University acknowledges that there are legitimate uses of Artificial Intelligence, ChatBots, or other software that has the capacity to generate text, or suggest replacements for text beyond individual words, as determined by the instructor of the course.

Any use of such software must be documented. Any undocumented use of such software constitutes an instance of academic dishonesty (plagiarism).

Individual instructors may disallow entirely the use of such software for individual assignments or for the entire course. Students should be aware of such requirements and follow their instructors' guidelines. If no instructions are provided the student should assume that the use of such software is disallowed.

In any case, students are fully responsible for the content of any assignment they submit, regardless of whether they used an AI, in any way. This specifically includes cases in which the AI plagiarized another text or misrepresented sources.

STUDENT WELLBEING:

The Counseling Center at East Texas A&M, 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

NONDISCRIMINATION NOTICE

East Texas A&M University 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.

TENETS OF COMMON BEHAVIOR STATEMENT:

All students enrolled at the university shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment (See current Student Handbook).

UNIVERSITY CAMPUS CONCEALED CARRY STATEMENT:

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in East Texas A&M University 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 East Texas A&M Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations. For a list of locations, please refer to (<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>) and/or consult your event organizer). Pursuant to PC 46.035, the open carrying of handguns is prohibited on all East Texas A&M campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

COURSE POLICIES AND INSTRUCTOR EXPECTATIONS:

Students are required to meet the expectations listed below.

- **Professional Behavior:** It is important that you maintain a professional demeanor at all times, including during "electronic communication". East Texas A&M expects this from you, as do current and future employers. Since so much communication in the workplace is "electronic" nowadays, this course will be a good place to practice interacting in a manner appropriate to a professional setting. In particular, take special care when posting and responding to discussion board questions.
- **Regular and Timely Attendance and Participation:** You are expected to login to the course and participate in live sessions. Submit all course work as scheduled. Failure to submit the work on time would result in a grade "F". Failing to login in the course will also be reported on the 12th day class roster submitted to the registrar's office. Attendance and participation are critical to gaining the most you possibly can from this course. You have hired me to teach you, trusting that I possess knowledge which you do not, and which is not available in a text alone. My assumption is that you desire to learn more about this subject, so my expectation is that you are: (1) present, (2) on time, (3) prepared, and (4) participating. Experience has shown me that students who regularly attend class earn higher grades.
- **Assignments:**
 1. **Submitted assignments must be correctly formatted and free of grammatical and stylistic errors.** Students in COB 1301 should have at least some skill with software for word processing, spreadsheets, databases, graphics, and presentations, and with web browsers and search engines. Spelling and grammatical errors will detract from your grade!
 2. **Assignments must be turned in on time.** Assignments are due at the **date and time (8:00 AM)** listed. All work and assignments for the entire course will be available on the day of class. Start working on each assignment as soon as you possibly can and make sure that you have all assignments submitted by the specified due dates. You **MUST** turn in all written assignments **ON TIME**. You will have until **8:00 AM CST** to submit the work that is listed in the far right, "All Assignments Due" column of the course schedule provided on the fifth page of this syllabus. I will accept late assignments. However, there will be a significant penalty. For each day that your assignment is late, I will deduct **10 POINTS** from your grade. If you do not meet the 8:00 AM deadline (even by one or two minutes), I will deduct 10 points. If you do not turn the assignment in by 8:00 AM CST the next day, I will deduct an additional 10 points, and so on. Saturdays and Sundays count towards the total days late.
 3. **Assignments must be complete.** You must complete and submit all components at the specified due date and time to receive credit for the assignment. Please don't turn in work that is only "half-finished".
 4. **Please submit assignments in a format that is compatible with Microsoft Office 2007/2010.** Please save all documents as doc or docx files.
- **Back-ups Are Required:** You are required to back up all your assignments on a disk that can be submitted to me upon my request. If work is lost due to insufficient back-up, you will not have the opportunity to recreate and submit at a later time.
- **E-mail:** Students must routinely check e-mail sent to his or her **East Texas A&M account**. Our discussion in the class is my primary mechanism for communicating to the class. I will also be using emails to communicate with the class. I check my e-mail several times a day, so this is the best way to reach me.
- **Make-up Exams Will Only Be Accepted If You Obtain University Approved Documentation for Your Excuse:** There are no make-up assignments for poor performance on a previous assignment.
- **Changes to Schedule:** While I plan to stick to the class schedule, there might be occasions to modify the schedule. In these cases, all changes will be announced in the class and e-mail. It is your responsibility to become aware of any such changes.

GRADE COMPONENTS:

Component	Type	Point Value	% Value
Case Assignments	Individual	50 points	10%
Team Assignment	Team	50 points	10%
Mid-Term Exam	Individual	100 points	20%
Business Plan Project (4 @ 50 Points Each)	Individual	200 points	40%
Final Exam	Individual	100 points	20%
Course Total		500 points	100%

GRADING SCALE:

A	90 – 100%	450-500 points	D	60-69%	300-349 points
B	80 – 89%	400-449 points	F	Below 60%	Less than 300 points
C	70-79%	350-399 points			

Incomplete - An incomplete grade (X) will be provided only in the extenuating circumstances
Withdrawal - Must be initiated by the student administratively.

CASE ASSIGNMENT:

Throughout the semester, you will be required to analyze a case focusing on the business operations that will be posted in the assignments in the course. The casework is worth a total of 50 points (10% of your course grade), so take it seriously. Specific instructions for case will be posted in course, under the "Assignments" tab. The analysis should be submitted to the "Dropbox" designated for that case. The document must be compatible with Microsoft Word 2010/2016. A grading rubric for the case assignments can be found at the end of this syllabus.

TEAM ASSIGNMENT:

The objective of this team assignment is to help students learn how to collaborate effectively and gain experience within a business context. Teams, preferably consisting of 5-6 members will be formed. It is essential to include individuals with different skill sets to embody the principle of "Together Everyone Achieves More." Each team will select a topic relevant to today's dynamic business environment. More information is available in your course in D2L.

EXAMS:

There will be two exams, mid-term and final exam. Exam will test your comprehension of the material presented in the required textbook via selected multiple choice. The exams will be administered online, and students will be able to access the exam on the scheduled date under Week 8 and 17 tab. points. Exams will be proctored. More information will be provided as we proceed in the course.

BUSINESS PLAN PROJECT:

Students will be required to write a business plan project covering the topics of business. Business Plan Project is covered in four phases throughout the course. Specific instructions for the project will be posted in course, under the "Assignments" tab. The paper should be submitted to its corresponding dropbox and must be saved in a format compatible with Microsoft Word 2010 (doc/docx file). A general grading rubric for the paper can be found at the end of this syllabus.

CLASS ATTENDANCE & PARTICIPATION:

Attendance and engagement in your work is critical to successful course completion. I suggest that you attend the live sessions regularly to make sure that you stay on track, view the feedback regarding your work, and read any additional information and/or material for this course. For the online live sessions, if you were not able to attend live, to get credit for the day, you will listen to the previously recorded session and submit on D2L a 2-page double-spaced summary/integration/reflection of the live session.

Excused absences (e.g., university approved trips, documented illness, religious observance) will **not** be penalized as long as you notify me appropriately (i.e., before the class in question if possible and with the correct evidence).

- ❖ **IF YOU EVER FEEL AS IF YOU NEED TO MEET WITH ME IN ORDER TO CLARIFY ASSIGNMENTS, DISCUSS CONCERNS ABOUT THE CLASS, DISCUSS TOPICS FROM THE CLASS, ETC., E-MAIL ME IN ORDER TO SET UP AN APPOINTMENT.**
- ❖ **ON THE COURSE SCHEDULE, ALL ASSIGNMENTS ARE DUE BY 8:00 AM (CST) ON THE DATE APPEARING AT THE BEGINNING OF THAT ROW OR OTHERWISE STATED. ALL OF THE DATES IN THE FIRST COLUMN FALL ON MONDAY.**

WEEK & DATE		TOPICS: TEXT CHAPTERS	WORK DUE: BY 8:00 AM ON THIS DAY
1. January 12		Read, Initial, and Submit the Honesty Policy Introduction to Syllabus	Live Session 01/13 @ 5:30 PM
2. January 19		T: Chapter 1— Foundations of Business	Honesty Policy Due
3. January 26		T: Chapter 2—Entrepreneurship	Live Session 01/27 @ 5:30 PM
4. February 02		T: Chapter 3—Selecting a Form of Business Ownership A: Introducing Business Plan Project	
5. February 09		T: Chapter 4—Business Ethics and Social Responsibility	Live Session @ 5:30 PM CST
6. February 16		T: Chapter 5—Managing for Business Success A: Case Assignment 1	Business Plan Phase I due
7. February 23		T: Chapter 6—Recruiting, Motivating, and Keeping Quality Employees Mid- Term Review	Live Session @ 5:30 PM CST
8. March 02		***Mid-Term Assigned***	Case Assignment 1 Due
9. March 09		***SPRING BREAK***	Live Session @ 5:30 PM CST Mid-Term Due
10. March 16		T: Chapter 7—Product Design and Development *** BUSINESS PLAN DISCUSSION***	
11. March 23		T: Chapter 8—Operations Management in Management and Service Industry	Live Session @ 5:30 PM CST Business Plan Phase II
12. March 30		T: Chapter 9—Business in a Global Environment	
13. April 06		T: Chapter 10—Marketing: Providing Value to Customers A: Case Assignment 2	Live Session @ 5:30 PM CST Business Plan Phase III
14. April 13		T: Chapter 12—The Role of Accounting in Business	
15. April 20		T: Chapter 13---Managing Financial Resources	Live Session @ 5:30 PM CST Case Assignment 2 Due
16. April 27		T: Chapter 16 — Managing Information & Technology	
17. May 04		***FINAL EXAM***	Business Plan Final Phase Due Final Exam Due

❖ THIS WEEKLY SCHEDULE IS TENTATIVE.

Case Analysis Grading Rubric

	Far Exceeds Standards	Exceeds Standards	Meets Standards	Fails to Meet Standards
Identification of Critical Issues and Depth of Analysis Will consider how focused your analysis is, and whether you address many of the existing and critical issues in the case.	Identifies all of the critical managerial issues related with business. Thoroughly discusses, evaluates, and analyzes each managerial issue, providing convincing and supported arguments.	Identifies most of the critical managerial issues related with business. Discusses, evaluates, and analyzes each managerial issue, providing convincing and supported arguments, but could have gone into more depth.	Identifies many of the critical managerial issues related with business. Discusses, evaluates, and analyzes most of the managerial issues, providing convincing and supported arguments, but could have gone into much more depth.	Identifies few, if any, critical managerial issues related with business. Fails to discuss, evaluate, and analyze each managerial issue, does not provide supported arguments, and lacks any significant degree of depth.
Score:	(20)	(18)	(16)	(14 or less)
Application of Relevant Business Concepts in the Case.	Provided a thorough and well-supported application of business concepts with all the critical, problematic issues, and recommendations in the case.	Provided a sufficient and supported application of several business concepts with most of the critical, problematic issues in the case, but could have gone into more depth or provided a few more	Applied some business concepts for dealing with some of the critical, problematic issues in the case, but could have gone into much more depth, provided more application, and/or provided several more	Applied few, if any, business concepts for dealing with some of the critical, problematic issues in the case, and provided little or no support.
Score:	(20)	(18)	(16)	(14 or less)
Supported Recommendations Regarding the Best Approaches for Handling the Problematic Issues related to business in the Case.	Provided a thorough and well-supported discussion of several valid approaches for dealing with all of the critical, problematic issues in the case.	Provided a sufficient and supported discussion of several valid approaches for dealing with most of the critical, problematic issues in the case, but could have gone into more depth or provided a few more	Discussed some valid approaches for dealing with some of the critical, problematic issues in the case, but could have gone into much more depth, provided more support, and/or provided several more	Discussed few, if any, approaches for dealing with some of the critical, problematic issues in the case, and provided little or no support.
Score:	(10)	(9)	(8)	(7 or less)
Turnitin.com Similarity Rating	Student submits a paper that scores a low similarity rating (below 25%), indicating a high degree of originality of the student's work.	Student submits a paper that scores a mid-range similarity rating (between 25 and 40%).	Student submits a paper that scores a rather high similarity rating (between 40% and 75%).	Student submits a paper that scores a high similarity rating (above 75%), suggesting that there could be an issue with plagiarism.

Score: (This is a part of the overall grade)		(10-20 Points will be deducted)	(Paper will not be graded)	(Will be reported to Department Chair of Management)
Overall Quality of Written Communication	Student presented a well-written, coherent analysis that was free from any grammar and/or spelling errors.	Student presented a well-written, coherent analysis that contained a few minor errors.	Student presented a rather coherent analysis that contained several minor errors.	Student presented an incoherent analysis that contained several major errors.
Score: (This is a part of the overall grade)		(-5)	(-10)	(Revise and Re-submit with a grade reduction)
Total Score:	<u> </u> out of 50			

Business Plan Grading Rubric

(Will be Completed in Four Phases)

	Far Exceeds Standards	Exceeds Standards	Meets Standards	Fails to Meet Standards
Identification of Business Opportunities & Challenges Critical for Organization Score:	Identifies all opportunities & challenges concepts critical for organization. (20)	Identifies many opportunities & challenges critical for organization. (18)	Identifies a few opportunities & challenges critical for organization. (16)	Identifies one or few opportunities & challenges critical for organization. (14 or less)
Depth of Your Discussion of These Concepts and Their Importance to Management of Organization Will consider how detailed your discussion is and how far into depth you go. Score:	Thoroughly discusses and evaluates each business strategy providing convincing and supported arguments. (20)	Discusses and evaluates each business strategy providing convincing and supported arguments but could have gone into a bit more depth. (18)	Discusses and evaluates each business strategy, providing convincing and supported arguments, but could have gone into much more depth. (16)	Fails to discuss and evaluate each business strategy, does not provide convincing or supported arguments, and lacks any significant degree of depth. (14 or less)
Literature Review of the business Topics—Reference Support The more reference support you use, the better. The quality of the journals is also important. Score:	Provides a complete and clear review of the scholarly journal literature. Empirical research from multiple journal articles provided support for why each variable was included. (10)	Provides a substantial and clear review of the scholarly journal literature. Some, but not all, variables were supported by empirical research from journal articles. More references could have been used. (9)	Provides an adequate and clear review of the journal literature, but several variables lacked strong support from the empirical research presented in journal articles. (8)	Provides an incomplete review of the journal literature and fails to support the knowledge associated with each identified variable. The few articles were referred. (7 or less)
APA Formatting of References Students must cite all references in proper APA format, in-text and on reference page.	Student cited ALL references properly, formatted in accordance with the APA style guide (no errors).	Student cited most references properly, formatted in accordance with the APA style guide (a few minor errors).	Student cited many references properly, formatted in accordance with the APA style guide (4 or more minor errors).	Student cited few references properly, not in accordance with the APA style guide (4 or more errors with at least 1 being a major error).

Score: (This is a part of the overall grade)		(2 Points will be deducted)	(3 Points will be deducted)	(5 or more Points will be deducted)
Turnitin.com Similarity Rating Score: (This is a part of the overall grade)	Student submits a paper that scores a low similarity rating (below 25%), indicating a high degree of originality of the student's work.	Student submits a paper that scores a mid-range similarity rating (between 25 and 40%). (10-20 Points will be deducted)	Student submits a paper that scores a rather high similarity rating (between 40% and 60%). (Paper will not be graded)	Student submits a paper that scores a high similarity rating (above 60%), suggesting that there could be an issue with plagiarism. (Will be reported to Department Chair of Management)
Overall Quality of Written Communication Score: (This is a part of the overall grade)	Student presented a well-written, coherent analysis that was free from any grammar and/or spelling errors.	Student presented a well-written, coherent analysis that contained a few minor errors. (-5)	Student presented a rather coherent analysis that contained several minor errors. (-10)	Student presented an incoherent analysis that contained several major errors. (Revise and Re-submit with a grade reduction)
Total Score:	<u> </u> out of 50			