UCI Paul Merage
School of Business

MGMT 1: Introduction to Business and Management
Summer Session II 2016

Syllabus and Course Outline

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Course Website:

https://canvas.eee.uci.edu/courses/2240

Course Introduction:

This course provides a comprehensive and rigorous introduction to business administration. It provides a thorough overview of major business functions (e.g., marketing, accounting, finance, etc.) and management issues (e.g., organizational behavior, human resource management, etc.). In addition, the course discusses the global and fast changing environment in which modern business enterprises operate as well as the challenges posed by concerns about sustainable growth, ethics, and social responsibility.

The course will help students understand the many ways in which the business world impacts their lives, provide them with valuable information to consider a potential career in business, prepare them for the many challenges they will face in their professional lives and also make them into more discerning and informed consumers.

Course Objectives

- To give an overview of the economic, social, political and cultural environment in which businesses operate

- To provide a thorough understanding of major business functions such as accounting, finance, marketing, etc.

- To raise awareness about the impacts of globalization, sustainable growth, as well as ethical and socially responsible business practices

- To create enthusiasm about potential career paths in a variety of business related fields

- To make students more sophisticated and successful citizens of a world that is impacted by business in so many ways

Textbook and Resources

Nickels, McHugh & McHugh, *Understanding Business* (11th Edition). McGraw-Hill.

This textbook is required as the course content and delivery closely follows the textbook.

You have two options to get this book and access the **required Connect** system:

Option 1: You buy an access to Connect (which includes an electronic version of the textbook) for $120 by following this link and complete the registration process:

http://connect.mheducation.com/class/mgmt1_eppel_summer2016

This option will allow you to buy a loose leaf printed version of the book for an additional $15.

Option 2: You buy a customized hard copy of the textbook at the UCI bookstore. This customized version includes an access code to the Connect system.

A separate document shows you step by step how to sign up with Connect.

You must have access to the Connect system to complete the homework assignments.

We spent considerable time to prepare a whole variety of resources for you (in addition to the textbook). There are over 50 video-taped mini-lectures that closely follow the textbook. Most of these videos are under 10 minutes long.

Some Important Aspects of Online Education

This online version of the course is identical to the traditional face-to-face format in terms of its content, scope and aspirations. However, online education is very different from the traditional classroom format. Most importantly**, successful and effective online education relies much more on YOUR participation, motivation and self-discipline**. Yes, you can watch the many videos that we have prepared for you whenever and wherever you want. This flexibility is a major advantage of online education. In my opinion, however it comes at a price: the loss of structure. Since you don't have to show up in class at a particular time and place, YOU need to provide this structure and discipline yourself. Of course, we have put a lot of thought and effort into both the content and the structure of this class. For example, you will need to submit homework assignments at the end of each week and also take a final exam at a particular time (or window of time, more about this in a moment).

We expect you to have the proficiency and opportunity to access the course material. We are using the Canvas environment to host the class and there are a variety of resources and help available to make sure that the technology supports you and me rather than creating problems and issues. Make sure that you become familiar with the website, how to navigate it, how to watch videos etc. during the orientation week. Also make sure that you read all the introductory documentation, such as the syllabus, the FAQ document and other pertinent information.

We have created a Q&A forum that you should use to post general questions that you may have about this class. Please minimize the use of e-mail as I may not be able to respond to e-mails right away and since you may have questions similar to ones that other students have. So, please check whether your question or issue has already been addressed if not solved in the Q&A forum.

Netiquette

In an online course, the majority of our communication takes place in the course forums. However, when we have a need for communication that is private, whether personal, interpersonal, or professional, we will use individual email or telephone. Our primary means of communication is written. The written language has many advantages: more opportunity for reasoned thought, more ability to go in-depth, and more time to think through an issue before posting a comment. However, written communication also has certain disadvantages, such a lack of the face-to-face signaling that occurs through body language, intonation, pausing, facial expressions, and gestures. As a result, please be aware of the possibility of miscommunication and compose your comments in a positive, supportive, and constructive manner.

Academic Honesty Policy

The University is an institution of learning, research, and scholarship predicated on the existence of an environment of honesty and integrity. As members of the academic community, faculty, students, and administrative officials share responsibility for maintaining this environment. It is essential that all members of the academic community subscribe to the ideal of academic honesty and integrity and accept individual responsibility for their work. Academic dishonesty is unacceptable and will not be tolerated at the University of California, Irvine. Cheating, forgery, dishonest conduct, plagiarism, and collusion in dishonest activities erode the University's educational, research, and social roles.

Students who knowingly or intentionally conduct or help another student engage in dishonest conduct, acts of cheating, or plagiarism will be subject to disciplinary action according to the University's academic integrity code.

> **Make sure that you read and abide by UCI's policy on academic honesty which can be found here:**
> http://catalogue.uci.edu/appendix/#academichonestytext

Disability Services

If you need support or assistance because of a disability, you may be eligible for accommodations or services through the Disability Service Center at UC Irvine. Please contact the DSC directly at (949) 824-7494 or TDD (949) 824-6272. You can also visit the DSC's website: http://www.disability.uci.edu/. The DSC will work with your instructor to make any necessary accommodations. Please note that it is your responsibility to initiate this process with the DSC.

Grading

Your grade in this class will be based on three components: weekly homework assignments, active participation in weekly discussion forums and a final exam. Your overall score is a weighted average of these two components as follows:

Component	Percentage
Average Homework Score	30%
Participation in Discussion Forums	20%
Final Exam	50%

You are expected to actively participate in **weekly discussion forums**. You will be assigned to a group of about 10-15 students that will discuss some suggested topics (or topics of your own) each week. You are expected to make at least two posts each week: one by Wednesday evening and another by Sunday evening the latest. We will grade your participation both on the quality and quantity of your contributions.

Of course, I understand that you are interested in how I translate your overall score into a grade. When it comes to grading, my main objective is to be fair. And that means that a student with a higher score deserves a better grade. This means that I base grades on a combination of considerations: looking at the infamous "curve" that shows the differences in scores among students, following school guidelines and my best judgment about how to define the different grade categories. To some extent you just have to trust me that I don't give grades haphazardly and that I try to be fair. And by the way – unless I make an obvious mistake (like miscalculating a score) I never change grades in hindsight. So, please don't ask me to "bump up your grade" because you think you deserve it, because you put so much effort into this class, or because you need the higher grade for your job search. None of these reasons qualify as "fair" arguments to change a grade in my opinion.

Exam Policy

The final exam in this class is an important part of your grade. Because this is an online course, we offer you two choices to take the final exam:

1. **Option 1:** You take the exam in a traditional classroom format. The date and time for the final exam is **Tuesday, September 6, from 5:00 to 6:50 pm in ELH 100**.
2. **Option 2**: You take the exam by using ProctorU at a location of your choice. You can take the exam at any time **on Tuesday, September 6** (you will have 110 minutes to complete the exam). ProctorU is a fee-based service that assures the integrity and academic honesty of taking an exam off-campus. **You are responsible of making arrangements through ProctorU and pay the applicable fee**. (More detailed information about ProctorU is provided at the end of this syllabus)

> **IMPORTANT: Before you sign up for this course, make sure that you are aware of the exam policies and that you can either take the exam in person on the specified date and time or that you will make the necessary arrangements to take the exam through ProctorU and pay the applicable fees.**

Course Outline

Week	Topics	Book Chapters
0 (July 23 – July 31)	Orientation	N/A
1 (August 1 – August 7)	**Theme: The Modern Business Environment** Introduction to Business Overview of Economics Global Business Ethics and Social Responsibility	Chapters 1, 2, 3, 4
2 (August 8 – August 14)	**Theme: Starting and Operating a Business** Forms of Business Ownership Entrepreneurship, Small Businesses Production and Operations Management Information Technology	Chapters 5, 6, 9, Bonus Chapter B
3 (August 15 – August 21)	**Theme: People** Management and Leadership Structuring Organizations Motivation Human Resource Management	Chapters 7, 8, 10, 11
4 (August 22 – August 28)	**Theme: Marketing** Introduction to Marketing Products Price Place (Distribution) Promotion	Chapters 13, 14, 15, 16
5 (August 29 – September 4)	**Theme: Money** Accounting Money and Financial Institutions Financial Management Securities Markets, Investments	Chapters 17, 18, 19, 20
xxx	**FINAL EXAM**	

ProctorU Information

ProctorU is an online exam proctoring service. Check out this short video to see how it works.

You must take the exams inside your online Canvas course on the same time and day they are scheduled by the instructor and you must make arrangements with ProctorU to take them at that time. Be advised - you must schedule your exam with them at least 3 days in advance to avoid late fees! The University of California, Irvine has made arrangements with ProctorU to monitor students while they take the exams.

Information about exam fees can be found here: ProctorU Exam Fees

Important Student Guides on ProctorU:

- Student FAQ
- Student Test Taker Experience
- ProctorU Help Desk

To use ProctorU and get started, just follow these simple steps.

- If you haven't already, read the Student Test Taker Experience
- A web camera is needed so our proctors can watch you while you are taking your test. Don't have a web camera? ProctorU recommends just about any camera that can be purchased at your local electronics retailer.
- A microphone is also needed so our proctors can hear you while you are taking your test. Don't have a microphone? Just like the camera, ProctorU recommends any microphone that works on your computer. It can also be purchased at your local electronics retailer.
- Check ProctorU's technical requirements page to make sure your computer and web camera meet the requirements.
- Watch ProctorU's demo video in their How it Works section.
- Test your equipment out by going to ProctorU's test it out page where a help desk technician will fully test your system for free.
- Create an account and schedule your exam. Be sure to provide a valid email address and a phone number where you can be reached when you are taking the exam.
- At the time of your exam, please go to http://go.proctoru.com and click on the "Go" button to start the process.

Pre-Exam Checklist

1. If you have any questions, feel free to look at ProctorU's FAQ section.
2. Please visit   www.proctoru.com/testitout to check your equipment before logging in.
3. Be sure you are in a well-lit, quiet and private room. The lighting of your room must be daylight quality, and overhead lighting is preferred. If overhead lighting is not possible, please make sure that your light source is not directly behind you because it will make it difficult for your proctor to see you.
4. Please have your photo ID ready. If you are an international student, two forms of ID is preferred.
5. Please bring a reflective surface such as a CD, DVD or mirror. This is so you can show the edges of your monitor to your proctor.
6. Please make sure to close out all programs, applications, and websites that do not pertain to the exam.

If you need assistance at any point in this process, call ProctorU at 855-772-8678 or email help@proctoru.com.