



MGMT 1301

Introduction to Business

Professor – Dr. Daniel Kennebrew

INSTRUCTOR INTRODUCTION

Welcome! My name is Dr. Daniel Kennebrew and I am delighted to be your instructor for this class. I have a passion for Business education, and I want to help you achieve all your educational and career goals. This specific course focuses on career development, business ethics, team development, and critical thinking! I look forward to working with you in this class! Yes, we will be meeting FACE-TO-FACE, and I am here to assist in every possible way to make this experience a great one. Trust me, this class will give you space to grow, to improve, to excel – my job is to make you a Business professional! ATTENDANCE IS MANDATORY! Missing class is the #1 reason many students do not perform to their expectations in college. Please, come to class! In-class work CANNOT be made up with prior professor absence approval or with official university excuse.

COMMUNICATION: I am always pleased to receive your personal emails with updates, questions or concerns. **MY EMAIL ADDRESS** is dekennebrew@pvamu.edu. Don't hesitate to use email to notify me of any problems that you are having. I should be able to reply to you within 24 hours. **IF YOU PREFER TO TALK**, my office number is 936-261-9206. **IF YOU PREFER TEXTING**, use the REMIND class app to stay engaged and for class updates. **IF YOU PREFER TO TALK IN-PERSON**, my office is located in the Ag/Business Building, 3rd floor, office 361.

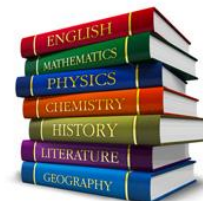


LEARNING MANAGEMENT SYSTEM: Please login to PVAMU's eCOURSES website (ecourses.pvamu.edu) frequently (daily) to see any announcements or updates for our class. eCOURSES provides an intra-communication system dedicated to this class. The system provides a discussion bulletin board, e-mail, chat rooms, calendar, etc., that greatly facilitate course administration. Individuals/teams should use the bulletin board to post messages of interest to the class as a whole. I will use this site to make announcements or notify you of any changes or updates. Please be sure to check your PVAMU email account for class email messages, or update the email address in your eCOURSES profile.

WHAT SHOULD YOU EXPECT TO LEARN?

At the conclusion of this course, the student will have strengthened the academic skills needed for success as a business major and will have a solid understanding of how ethics, teams, professionalism and a strong work ethic affect business operations. Specifically, the student will:

1. Examine how businesses operate in our modern political, social, and economic environment
2. Clarify the aspects of business functions such as management, organization, human relations, marketing, accounting, finance, and ethics
3. Provide an atmosphere in which you can relate personal business experience and philosophies
4. Produce written assignments that are professional and free of the fundamental writing errors



WHAT BOOKS CAN DO YOU NEED?

Textbooks: *Understanding Business* by Nickels, McHugh & McHugh (9th, 10th or 11th edition)

Other Materials: Student computer account, USB (Flash drive)/cloud drive for storing files

WHERE CAN I FIND OTHER INFORMATION I NEED?

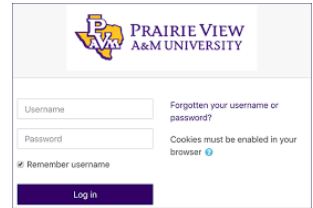
The short answer – eCOURSES! PowerPoint presentations and assignment instructions will be listed according to the WEEKLY DATES. Personal and group assignments will be in the **WEEKLY MODULES**. All quizzes and exams will be taken via eCOURSES. If you ever get lost or can't find something, email me or post a question to your classmates on the discussion board.

PVAMU Grading Scale: 90%-100% = A 70%-79% = C 59 and Below = F
80%-89% = B 60%-69% = D

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WHERE DO I TURN IN MY WORK?

All assignments must be turned **BEFORE the ONLINE SUBMISSION FOLDER ON eCOURSES closes** on the due date. **Work submitted after the submission box closes on the due date will be recorded one grade lower than the actual value for each day that it is late.** All late work must be submitted via email, NOT in comments in eCourses (this is prohibited). As an example of the late policy - For example, if an assignment is due Tuesday at 11:59PM, and you turn it in via email Wednesday morning at 11AM, the highest grade you can receive is an 90. If you turn it in at 11:15 AM Thursday morning, the highest grade you can receive is an 80.



The image shows a login form for Prairie View A&M University. It features the university's logo at the top left. Below the logo are two input fields for 'Username' and 'Password'. To the right of these fields are links for 'Forgotten your username or password?' and 'Cookies must be enabled in your browser'. There is a checkbox labeled 'Remember username' and a purple 'Login' button at the bottom.

All exams are online and will open and close based on the dates on the syllabus. Individual exams are just that, the students' work without assistance from anyone. It is expected the completed submission is solely the students' work. Your tests are worth 40% of your overall class grade and are an integral component to your understanding of this course. It is critical that you prepare yourself.

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WILL I HAVE TO WORK IN GROUPS?

An important topic discussed in this course is teamwork. There is no better way to learn about teams than to be a team member. Teams will consist of 4-5 members.

You will do several presentations with other classmates during class. **Credit will not be given to students who do not actively participate in their assigned groups.** I will do a group member assessment after each project which each person will submit their responsibilities and I will assess their input and grade accordingly. It is possible every group member will not receive the same grade.

You are responsible for proofreading, editing and using software tools, such as spell checking and grammar checking PRIOR to submission. Group work CANNOT be submitted late for full credit – there will be AT LEAST a 50% penalty for any late group work.

GENERAL CLASS INFORMATION (PVAMU POLICIES)

ADA REASONABLE ACCOMMODATIONS – Prairie View A&M University complies with Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, pertaining to the provision of reasonable academic adjustments/auxiliary aids for students with a disability. In accordance with Section 504 and ADA guidelines, PVAMU strives to provide reasonable academic adjustments/auxiliary aids to students who request and require them. If you believe that you have a documented disability requiring academic adjustments/auxiliary aids, please contact the Office of Disability Services, Evans Hall Room 317, Prairie View, TX 77446. (Office) 936-261-3583 (Website) www.pvamu.edu/disabilityservices (Email) disabilityservices@pvamu.edu

STATEMENT OF ACADEMIC INTEGRITY - The PVAMU academic honesty policy states that students will, “be honest in all academic activities and must not tolerate dishonesty.” Students are responsible for doing their own work and avoiding all forms of academic dishonesty. The most common academic honesty violations are cheating and plagiarism. **Cheating** includes, but is not limited to: Submitting material that is not one's own, Using information or devices that are not allowed by the faculty member, Obtaining and/or using unauthorized material, Fabricating information, Violating procedures prescribed to protect the integrity of a test, or other evaluation exercise, Collaborating with others on assignments without the faculty member's consent, Cooperating with or helping another student to cheat, Having another person take an examination in the student's place, Altering exam answers and requesting that the exam be re-graded, Communicating with any person during an exam, other than the faculty member or exam proctor; **Plagiarism** includes, but is not limited to: Directly quoting the words of others without using quotation marks or indented format to identify them, Using sources of information (published or unpublished) without identifying them, and Paraphrasing materials or ideas of others without identifying the sources.



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COURSE SCHEDULE

FOR SPECIFIC WEEKLY ASSIGNMENTS, VIEW THE MODULES ON CANVAS!

Weeks	Class Topic for the Week:
Week 1	General Business (ch. 1, 2, 4)
Week 2	The Economy & Business Cycle (ch. 1, 2, 4)
Week 3	Business Competition (ch. 1, 2, 4)
Week 4	Business Ethics (ch. 1, 2, 4)
Week 5	Information Systems (ch. B)
Week 6	Managing a Business (ch. 7, 10, 11, 13)
Week 7	Managing a Business (ch. 7, 10, 11, 13)
Week 8	Human Resources (ch. 7, 10, 11, 13)
Week 9	Marketing (ch. 7, 10, 11, 13)
Week 10	Marketing (ch. 7, 10, 11, 13)
Week 11	Starting A Business (ch. 5, 6)
Week 12	Starting A Business (ch. 5, 6)
Week 13	Starting A Business (ch. 5, 6)
Week 14-15	General Business

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*****It is very possible changes will be made to the syllabus. Therefore, please pay attention to due dates on Canvas and to professor in class to stay up to date.**

Student Support and Success

John B. Coleman Library

The John B. Coleman Library's mission is to enhance the scholarly pursuit of knowledge, to foster intellectual curiosity, and to promote life-long learning and research through our innovative services, resources, and cultural programs, which support the Prairie View A&M University's global mission of teaching, service, and research. It maintains library collections and access both on campus, online, and through local agreements to further the educational goals of students and faculty. Website: <https://www.pvamu.edu/library/>; Phone: 936-261-1500

Academic Advising Services

Academic Advising Services offers students a variety of services that contributes to student success and leads towards graduation. We assist students with understanding university policies and procedures that affect academic progress. We support the early alert program to help students get connected to success early in the semester. We help refer students to the appropriate academic support services when they are unsure of the best resource for their needs. Faculty advisors support some students in their respective colleges. Your faculty advisor can be identified in PantherTracks. Advisors with Academic Advising Services are available to all students. We are located across campus. Find your advisor's location by academic major at www.pvamu.edu/advising. Phone: 936-261-5911

The University Tutoring Center

The University Tutoring Center (UTC) offers free tutoring and academic support to all registered PVAMU students. The mission of the UTC is to help provide a solid academic foundation that enables students to become confident, capable, independent learners. Competent and caring staff and peer tutors guide students in identifying, acquiring, and enhancing the knowledge, skills, and attitudes needed to reach their desired goals. Tutoring and academic support are offered face-to-face in the UTC, in virtual face-to-face sessions (<https://www.pvamu.edu/student-success/sass/university-tutoring-center/>), and through online sessions (<https://www.pvamu.edu/pvplace/>). Other support services available for students include Supplemental Instruction, Study Break, Academic Success Workshops, and Algebra Study Jam. Location: J. B. Coleman Library, Rm. 307; Phone: 936-261-1561; Email: pv tutoring@pvamu.edu; Website: <https://www.pvamu.edu/student-success/sass/university-tutoring-center/>

Writing Center

The Writing Center provides well-trained peer tutors to assist students with writing assignments at any stage of the writing process. Tutors help students with various writing tasks from understanding assignments, brainstorming, drafting, revising, editing, researching, and integrating sources. Students have free access to Grammarly online writing assistance. Grammarly is an automated proofreading and plagiarism detection tool. Students must register for Grammarly by using their student email address. In addition, students have access to face-to-face and virtual tutoring services either asynchronously via email or synchronously via Zoom. Location: J. B. Coleman Library, Rm. 209; Phone: 936-261-3724; Website: <https://www.pvamu.edu/student-success/writing-center/>; Grammarly Registration: <https://www.grammarly.com/enterprise/signup>

Academic Early Alert

Academic Early Alert is a proactive system of communication and collaboration between faculty, academic advisors, and PVAMU students that is designed to support student success by promptly identifying issues and allowing for intervention. Academic Early Alerts help students by providing a central location to schedule advising appointments, view advisor contact information, and request assistance. Students who recognize that they have a problem that is negatively affecting their academic performance or ability to continue school may self-refer an Academic Early Alert. To do so, students will log in to PV Place and click on Academic Early Alert on the left sidebar. Phone: 936-261-5902; Website: <https://www.pvamu.edu/student-success/early-alert/>

Student Counseling Services

The Student Counseling Services unit offers a range of services and programs to assist students in maximizing their potential for success: short-term individual, couples, and group counseling, as well as crisis intervention, outreach, consultation, and referral services. The staff is licensed by the State of Texas and assists students who are dealing with academic skills concerns, situational crises, adjustment problems, and emotional difficulties. Information shared with the staff is treated confidentially and in accordance with Texas State Law. Location: Hobart Taylor, 2nd floor; Phone: 936-261-3564; Website: <https://www.pvamu.edu/healthservices/student-counseling-services/>

Office of Testing Services

Testing Services serves to create opportunities by offering a suite of exams that aid in the students' academic and professional success. Currently, we administer entrance (HESI A2), college readiness (TSI assessment), Prior Learning (CLEP, DSST), and proctored exams. Location: Wilhelmina Delco, 3rd Floor, Rm. 305; Phone: 936-261-3627; Email: aetesting@pvamu.edu; Website: www.pvamu.edu/testing

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Office of Diagnostic Testing and Disability Services

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 believe you have a disability requiring an accommodation, contact the Office of Disability Services. As a federally-mandated educational support unit, the Office of Disability Services serves as the repository for confidential disability files for faculty, staff, and students. For persons with a disability, the Office develops individualized ADA letters of request for accommodations. Other services include learning style inventories, awareness workshops, accessibility pathways, webinars, computer laboratory with adapted hard and software, adapted furniture, proctoring non-standardized test administrations, ASL interpreters, ALDs, digital recorders, Livescribe, and a comprehensive referral network across campus and the broader community. Location: Hobart Taylor, Rm. 1D128; Phone: 936-261-3583; Website: <https://www.pvamu.edu/disabilityservices/>

Center for Instructional Innovation and Technology Services (CIITS)

Distance Learning, also referred to as Distance Education, is the employment of alternative instructional delivery methods to extend programs and services to persons unable to attend college in the traditional manner. The Center for Instructional Innovation and Technology Services (CIITS) supports student learning through online, hybrid, web-assist, and 2-way video course delivery. For more details and contact information, visit:

<https://www.pvamu.edu/dlearning/distance-learning-2-2/students-2/>; Phone: 936-261-3283

Veteran Affairs

Veterans Services works with student veterans, current military and military dependents to support their transition to the college environment and continued persistence to graduation. The Office coordinates and certifies benefits for both the G.I. Bill and the Texas Hazlewood Act. Location: Evans Hall, Rm. 102; Phone: 936-261-3563; Website:

<https://www.pvamu.edu/sa/departments/veteranaffairs/>

Office for Student Engagement

The Office for Student Engagement delivers comprehensive programs and services designed to meet the co-curricular needs of students. The Office implements inclusive and accessible programs and services that enhance student development through exposure to and participation in diverse and relevant social, cultural, intellectual, recreational, community service, leadership development, and campus governance. Location: Memorial Student Center, Rm. 221; Phone: 936-261-1340; Website:

<https://www.pvamu.edu/studentengagement/>

Career Services

Career Services supports students through professional development, career readiness, and placement and employment assistance. The Office provides one-on-one career coaching, interview preparation, resume and letter writing, and career exploration workshops and seminars. Services are provided for students at the Northwest Houston Center and College of Nursing in the Medical Center twice a month or on a requested basis. Distance Learning students are encouraged to visit the Career Services website for information regarding services provided. Location: Anderson Hall, 2nd floor; Phone: 936-261-3570; Website:

<https://www.pvamu.edu/careerservices/>

University Rules and Procedures

Academic Misconduct

Academic dishonesty is defined as any form of cheating or dishonesty that has the effect or intent of interfering with any academic exercise or fair evaluation of a student's performance. The college faculty can provide additional information, particularly related to a specific course, laboratory, or assignment.

You are expected to practice academic honesty in every aspect of this course and all other courses. Make sure you are familiar with the *University Administrative Guidelines on Academic Integrity*, which can be found on the [Academic Integrity webpage](#). Students who engage in academic misconduct are subject to university disciplinary procedures. As listed in the *University Administrative Guidelines on Academic Integrity*, the University Online Catalog, and the Student Code of Conduct, the following are examples of prohibited conduct. This list is not designed to be all-inclusive or exhaustive. In addition to academic sanctions, any student found to have committed academic misconduct that is also a violation of criminal law may also be subject to disciplinary review and action by the Office of Student Conduct (as outlined in the Student Code of Conduct).

Forms of Academic Dishonesty:

1. **Cheating:** Deception in which a student misrepresents that he/she has mastered information on an academic exercise that he/she has not learned, giving or receiving aid unauthorized by the instructor on assignments or examinations. Examples: unauthorized use of notes for a test; using a "cheat sheet" on a quiz or exam; any alteration made on a graded test or exam which is then resubmitted to the teacher;
2. **Plagiarism:** Careless or deliberate use of the work or the ideas of another; representation of another's work, words, ideas, or data as your own without permission or appropriate acknowledgment. Examples: copying another's paper or answers, failure to identify information or essays from the internet and submitting or representing it as your own; submitting an assignment which has been partially or wholly done by another and claiming it as yours; not properly acknowledging a source which has been summarized or paraphrased in your work; failure to acknowledge the use of another's words with quotation marks;
3. **Collusion:** When more than one student or person contributes to a piece of work that is submitted as the work of an individual;
4. **Conspiracy:** Agreeing with one or more persons to commit an act of academic/scholastic dishonesty; and
5. **Multiple Submission:** Submission of work from one course to satisfy a requirement in another course without explicit permission. Example: using a paper prepared and graded for credit in one course to fulfill a requirement and receive credit in a different course.

Nonacademic Misconduct

The university respects the rights of instructors to teach and students to learn. Maintenance of these rights requires campus conditions that do not impede their exercise. Campus behavior that interferes with either (1) the instructor's ability to conduct the class, (2) the inability of other students to profit from the instructional program, or (3) campus behavior that interferes with the rights of others will not be tolerated. An individual engaging in such disruptive behavior may be subject to disciplinary action. The Office of Student Conduct will adjudicate such incidents under nonacademic procedures.

Sexual Misconduct

Sexual harassment of students and employees at Prairie View A&M University is unacceptable and will not be tolerated. Any member of the university community violating the university's sexual harassment policy will be subject to disciplinary action. In accordance with the Texas A&M University System guidelines, your instructor is obligated to report to the Office of Title IX Compliance (titleixteam@pvamu.edu) any instance of sexual misconduct involving a student, which includes sexual assault, stalking, dating violence, domestic violence, and sexual harassment, about which the instructor becomes aware during this course through writing, discussion, or personal disclosure. The faculty and staff of PVAMU actively strive to provide a learning, working, and living environment that promotes respect that is free from sexual misconduct, discrimination, and all forms of violence. If students, faculty, or staff would like assistance or have questions, they may contact the Title IX Coordinator at 936-261-2144 or titleixteam@pvamu.edu. More information can be found at www.pvamu.edu/titleix, including confidential resources available on campus.

Pregnancy, Pregnancy-related, and Parenting Accommodations

Title IX of the Education Amendments of 1972 prohibits sex discrimination, which includes discrimination based on pregnancy, marital status, or parental status. Students seeking accommodations related to pregnancy, pregnancy-related conditions, or parenting (reasonably immediate postpartum period) are encouraged to contact Student Disability Services or the Dean of Students' Office for additional information and to request accommodations.

Non-Discrimination Statement

Prairie View A&M University does not discriminate on the basis of race, color, sex, religion, national origin, age, disability, genetic information, veteran status, sexual orientation, or gender identity in its programs and activities. The University is committed to supporting students and complying with The Texas A&M University System non-discrimination policy. It seeks to establish an environment that is free of bias, discrimination, and harassment. If you experience an incident of discrimination or harassment, we encourage you to report it. If you would like to speak with someone who may be able to afford you privacy or confidentiality, there are individuals who can meet with you. The Director of Equal Opportunity & Diversity has been designated to handle inquiries regarding the non-discrimination policies and can be reached at Harrington Science Building, Suite 109 or by phone at 936-261-1744 or 1792.

Class Attendance Policy (See the University Online Catalog for Full Attendance Policy)

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Prairie View A&M University requires regular class attendance. Attending all classes supports the full academic development of each learner, whether classes are taught with the instructor physically present or via distance learning technologies such as interactive video and/or the internet. Excessive absenteeism, whether excused or unexcused, may result in a student's course grade being reduced or in the assignment of a grade of "F." Absences are accumulated beginning with the first day of class during regular semesters and summer terms. Each faculty member will include the University's attendance policy in each course syllabus.

Student Academic Appeals Process

Authority and responsibility for assigning grades to students rest with the faculty. However, in those instances where students believe that miscommunication, errors, or unfairness of any kind may have adversely affected the instructor's assessment of their academic performance, the student has a right to appeal by the procedure listed in the University Online Catalog and by doing so within thirty days of receiving the grade or experiencing any other problematic academic event that prompted the complaint.

Technical Considerations

Minimum Recommended Hardware and Software:

- Intel PC or Laptop with Windows 10 or later version; Mac with OS High Sierra*
- Smartphone or iPad/Tablet with Wi-Fi*
- High-speed Internet access
- 8 GB Memory
- Hard drive with 320 GB storage space
- 15" monitor, 800x600, color or 16 bit
- Sound card w/speakers
- Microphone and recording software
- Keyboard & mouse
- Most current version of Google Chrome, Safari, or Firefox

Note: Be sure to enable Java & pop-ups in the Web browser preferences

* Smartphones, Google Chrome books, and Android tablets may not be supported. iPads are the only tablets supported.

Participants should have a basic proficiency of the following computer skills:

- Sending and receiving email
- A working knowledge of the Internet
- Microsoft Word (or a program convertible to Word)
- Acrobat PDF Reader
- Windows or Mac OS
- Video conferencing software

Netiquette (online etiquette)

Students are expected to participate in all discussions and virtual classroom chats as directed. Students are to be respectful and courteous to others on discussion boards. Foul or abusive language will not be tolerated. Do not use ALL CAPS for communicating to others AS IT CAN BE INTERPRETED AS YELLING. Avoid slang terms such as "wassup?" and texting abbreviations such as "u" instead of "you." Limit and possibly avoid the use of emoticons. Be cautious when using humor or sarcasm as tone is sometimes lost in an email or discussion post, and the message might be taken seriously or sound offensive.

Video Conferencing Etiquette

When using Zoom, WebEx, or other video conferencing tools, confirm the visible area is tidy, clear of background clutter, inappropriate or offensive posters, and other distractions. Ensure you dress appropriately and avoid using high traffic or noisy areas. Stay muted when you are not speaking and avoid eating/drinking during the session. Before the class session begins, test audio, video, and lighting to alleviate technology issues.

Technical Support

Students should go to <https://mypassword.pvamu.edu/> if they have password issues. The page will provide instructions for resetting passwords and contact information if login issues persist. For other technical questions regarding eCourses, call the Center for Instructional Innovation and Technology Services at 936-261-3283 or email ciits@pvamu.edu.

Communication Expectations and Standards

Emails or discussion postings will receive a response from the instructor, usually in less than 48 hours. Urgent emails should be marked as such. Check regularly for responses.

Discussion Requirement

Online courses often require minimal to no face-to-face meetings. However, conversations about the readings, lectures, materials, and other aspects of the course can occur in a seminar fashion. The use of the discussion board will accomplish this. The instructor will determine the exact use of discussion boards.

It is strongly suggested that students type their discussion postings in a word processing application such as Word and save it to their PC or a removable drive before posting to the discussion board. This is important for two reasons: 1) If for some reason your discussion responses are lost in your online course, you will have another copy; 2) Grammatical errors can be greatly minimized by the use of the spell-and-grammar check functions in word processing applications. Once the post(s) have been typed and corrected in the word processing application, copy and paste to the discussion board.

COVID-19 Campus Safety Measures [NOTE: Delete this section when the COVID-19 pandemic is over]

To promote public safety and protect students, faculty, and staff during the coronavirus pandemic, PVAMU has adopted policies and practices to limit virus transmission.

- **Self-monitoring** - Students should follow CDC recommendations for self-monitoring. Students who have a fever or exhibit symptoms of COVID-19 should participate in class remotely and should not participate in face-to-face instruction.
- **Face Coverings** - Face coverings (cloth face covering, surgical mask, etc.) are recommended in classrooms, teaching laboratories, common spaces such as lobbies and hallways, public study spaces, libraries, academic resource, and support offices, and outdoor spaces where 6 feet of physical distancing is challenging to maintain reliably.
- **Physical Distancing** - Physical distancing should be maintained between students, instructors, and others in course and course-related activities where possible.
- **Personal Illness and Quarantine** - Students required to quarantine are to participate in courses and course-related activities remotely and must not attend face-to-face course activities. Students should notify their instructors of the quarantine requirement. Students under quarantine are expected to participate in courses and complete graded work unless they have symptoms that are too severe to participate in course activities. Students experiencing personal injury or illness that is too severe for the student to attend class qualify for an excused absence. To receive an excused absence, students must provide appropriate documentation to the Office for Student Conduct, studentconduct@pvamu.edu.