Course Goal and Content: BUSA 2304 is designed to introduce students to the business environment by studying various aspects of management, accounting, economics, finance, and marketing, while supplementing these areas with relevant discussion on current business and economic events.

Material Required:
Wall Street Journal – We will have periodic assignments/discussions over WSJ articles. While a semester subscription may be useful, the WSJ is also available thru UTA Library.

Attendance: Roll will be taken at each class. Students are expected to attend and participate in discussions. A seating chart will be used. If you regularly miss class, I will assume that the class is not very important to you. There will be a significant amount of material provided through lecture notes during class; on occasion your textbook will also be used in class. Additionally, some in-class group projects will take place. Absence during these projects will negatively impact any group grading.

Other Course Objectives and Format: In various ways, the course will incorporate use of the basic intellectual competencies, i.e. – reading, writing and expression, speaking, listening and absorption of ideas, and critical thinking. Additionally, on a smaller scale, some computer literacy may be beneficial in the research and acquisition of additional information for topic areas appealing to the student or assigned by the instructor.

Testing: Test format will generally be a combination of multiple choice, true-false and/or short answer. All students are expected to take the tests at the assigned time. (See make-up policy)

Pop Quizzes: Pop quizzes may be given over assigned readings, outside articles, and/or lectures. Each quiz will be worth 10 points and will be a part of your semester grade. There are no make-up pop quizzes. If quizzes are given, some quiz grades may be dropped as follows: 4 Quizzes or less = Drop one grade, 5-7 Quizzes = Drop two grades.

Class Participation: An evaluation of your participation in class discussions will be made.

Group Work: A small amount of group work will be done during certain sections. An evaluation of your participation will be made based on contribution to the group and attendance.

Grading:

<table>
<thead>
<tr>
<th>Test 1 - 100 pts</th>
<th>Tentative Dates</th>
<th>Tentative Material To Be Covered</th>
</tr>
</thead>
<tbody>
<tr>
<td>Test 2 - 100</td>
<td>Sept 21</td>
<td>Ch 1-2, lecture notes, handouts, etc.</td>
</tr>
<tr>
<td>Test 3 - 100</td>
<td>Oct 15</td>
<td>Ch 3, 4, 5, 6, lecture notes, handouts, etc.</td>
</tr>
<tr>
<td>Test 4 - 100 - FINAL EXAM</td>
<td>Nov 9</td>
<td>Ch 8, 9, 11, 12, lecture notes, handouts, etc.</td>
</tr>
<tr>
<td>Total Points = 400 + Pop Quiz + Group</td>
<td>Dec 12-8am</td>
<td>Ch 15, 16, Appendix (Taxes, Law), lecture notes, handouts, etc.</td>
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</tbody>
</table>

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

Make-up Exam Policy: All students are expected to take the tests at the assigned time (not early or late). If for some reason you must miss a test, you should notify me beforehand. Make-up tests are for extenuating circumstances only. If a make-up is approved by the instructor, it will be given AT THE END OF THE SEMESTER DURING THE WEEK BEFORE FINAL EXAMS AND MAY CONSIST OF ESSAY QUESTIONS.

Course Breakdown and Disclaimer: The above is a tentative schedule of material for each test. This schedule is subject to change. In addition, outside material may be assigned and/or discussed in class. The student will be responsible for this material.

Important Dates:
August 24 - First Class Day for MWF Class
Sept 3 – Labor Day Holiday
Oct 31 – Last Day to Drop
Nov 22-23 – Thanksgiving Holiday
Dec 5 – Last Class Day Before Final Exam Week
Course and Subject Outline:
Chapter 1 The Environment of Business
Chapter 2 Being Ethical and Socially Responsible
Chapter 3 Exploring Global Business
Chapter 4 Choosing a Form of Business Ownership
Chapter 5 Small Business, Entrepreneurship, and Franchises
Chapter 6 Understanding the Management Process
Chapter 8 Producing Quality Goods and Services
Chapter 9 Attracting and Retaining the Best Employees
Chapter 11 Building Customer Relationships Through Effective Marketing
Chapter 12 Creating and Pricing Products that Satisfy Consumers
Chapter 15 Using Accounting Information
Chapter 16 Mastering Financial Management (and the Securities Markets)
Appendix Info – Understanding the Legal and Tax Environment
Other Chapters – If time permits.

Student Learning Outcomes: The student will be able to explain and discuss the course content as noted in the course and subject outline and demonstrate their knowledge of course material through examinations, quizzes, and class discussions. More specifically, the student will be able to: employ the methods that economists use to investigate market outcomes, use and critique alternative theories of the macroeconomy, develop and communicate alternative explanations or solutions for contemporary social issues such as poverty and unemployment, differentiate and analyze historical evidence (documentary and statistical) and differing points of view, analyze, critically assess, and develop creative solutions to public policy problems such as inflation, and recognize appropriate information sources for data about the state of the economy.

Extra Credit: Generally there is no formal extra credit. On occasion I might give a pop quiz with greater value, a pure extra credit quiz, or some other assignment. These are unannounced and might occur at anytime. There is NO MAKE-UP should you miss these.

Disclaimer Regarding Syllabus: I reserve the right to make changes to the syllabus as the semester progresses. Students are responsible for being aware of these changes.

Attendance Policy: Roll may be taken at each class. Students are expected to attend class. A seating chart will be used. If you regularly miss class, then my assumption is that the class is not very important to you.

Laptop Computer: Any laptops brought to class are to be used strictly for this class. I reserve the right to ask that laptops be turned off if there is any abuse in this area, i.e., surfing the web during class, shopping, e-mailing, etc.

E-Mail: E-Mail is to be used for academic purposes. Do not use e-mail to forward jokes or political views. Any harassing or profane e-mail will be reported to campus authorities and is subject to disciplinary action.

Grade Grievances: You have one calendar year from the date the grade is assigned to initiate any grievance. The normal academic channels are department chair, academic dean, and the Provost.

Drop Policy: The instructor is not responsible for dropping you from class if you quit attending! It is the student’s responsibility to complete the course or withdraw from the course in accordance with University Regulations. Students are strongly encouraged to verify their grade status before dropping a course after the first withdrawal date. A student who drops a course after the first withdrawal date may receive an “F” in the course if the student is failing at the time the course is dropped. NO DROPS AFTER DROP DATE!

College Policy: Students who have not paid by the census date and are dropped for non-payment cannot receive a grade for the course in any circumstances. Therefore, a student dropped for non-payment who continues to attend the course will not receive a grade for the course. Emergency loans are available to help students pay tuition and fees. Students can apply for emergency loans by going to the Emergency Tuition Loan Distribution Center at E.H. Hereford University Center (near the southwest entrance).

Academic Integrity: It is the philosophy of The University of Texas at Arlington that academic dishonesty is a completely unacceptable mode of conduct and will not be tolerated in any form. All persons involved in academic dishonesty will be disciplined in accordance with University regulations and procedures. Discipline may include suspension or expulsion from the University. “Scholastic dishonesty includes but is not limited to cheating, plagiarism, collusion, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts.” (Regents Rules and Regulations, Part One, Chapter VI, Section 3, Subsection 3.2, Subdivision 3.221)

Americans with Disabilities Act: If a student requires an accommodation based on disability, the student should meet with the instructor in his/her office during the first week of the semester. As a faculty member, I am required by law to provide “reasonable accommodation” to students with disabilities, so as not to discriminate on the basis of that disability. Student responsibility primarily rests with informing faculty at the beginning of the semester and in providing authorized documentation through designated administrative channels.

Food and Drink in Classrooms: College policy prohibits food and/or drinks in classrooms and labs. Anyone bringing food and/or drinks into a classroom or lab will be required to remove such items, as directed by the class instructor or lab supervisor.

Student Support Services Available: The University of Texas at Arlington provides a variety of resources and programs designed to help students develop academic skills, deal with personal situations, and better understand concepts and information related to their courses. These resources include tutoring, major-based learning centers, developmental education, advising and mentoring, personal counseling, and federally funded programs. For individualized referrals to resources for any reason, students may contact the Maverick Resource Hotline at 817-272-6107 or visit www.uta.edu/resources for more information.

Electronic Communication Policy: The University of Texas at Arlington has adopted the University “MavMail” address as the sole official means of communication with students. MavMail is used to remind students of important deadlines, advertise events and activities, and permit the University to conduct official transactions exclusively by electronic means. For example, important information concerning registration, financial aid, payment of bills, and graduation are now sent to students through the MavMail system. All students are assigned a MavMail account. Students are responsible for checking their MavMail regularly. Information about activating and using MavMail is available at http://www.uta.edu/oit/email/. There is no additional charge to students for using this account, and it remains active even after they graduate from UT Arlington.

Bomb Threats: If anyone is tempted to call in a bomb threat, be aware that UTA will attempt to trace the phone call and prosecute all responsible parties. Every effort will be made to avoid cancellation of presentations/tests caused by bomb threats. Unannounced alternate sites will be available for these classes. Your instructor will make you aware of alternate class sites in the event that your classroom is not available.

Evacuation Procedure: In the event of an evacuation of the College of Business Building, when the fire alarm sounds, everyone must leave the building by the stairs. With the fire alarm system we now have, the elevators will all go to the first floor and stay there until the system is turned off.

Evacuation for Disabled Persons: Please go to the Northeast fire stairs. An evacu track chair is located on the 6th floor stairwell. Employees trained in the use of this chair will go to the 6th floor and bring the chair to any lower floor stairwell to assist disabled persons.