UF UNIVERSITY of FLORIDA

GENERAL FACULTY MEETING
AGENDA | Monday, February 21, 2011| 1:00 p.m. | HGS 120A/B

1. The October 25, 2010 General Faculty Meeting Minutes is presented for approval by the faculty.

2. The Undergraduate Committee approved the following items and requests approval by the faculty:

New Course:

ISM 3013 – Intro to Info Systems
  ♦ **Credits:**   4
  ♦ **Contact Hours:** 4
  ♦ **Description:**   **This course provides an introduction to the role of information systems and technology in an organization with a focus on the use of Access and Excel to solve business problems. The course provides students with the knowledge necessary to earn Microsoft Certifications in Access and Excel.**
  ♦ **Prerequisites:**   **Sophomore standing AND either MAC 2311 or 2233**

Course Change:

GEB 3373 – International Business
Change Prerequisite from:
  ♦ **current:**   **MAN 3025, MAR 3023, FIN 3403**
Change Prerequisite to:
  ♦ **proposed:**   **MAN 3025, MAR 3023**

3. Other Business

4. Dean's Report

GRADUATE FACULTY MEETING

AGENDA | Monday, February 21, 2011 | 1:00 p.m. | HGS 120A/B

(*immediately following General Faculty Meeting***)**

1. The October 25, 2010 Graduate Faculty Meeting Minutes is presented for approval by the faculty.

2. The Masters Committee approved the following item and requests approval by the graduate faculty:

New Courses:

MAR 6xxx – Web-Based Marketing

- ♦ **Credits:** **2**
- ♦ **Contact Hours: 2**
- ♦ **Description:** **This course provides students with an understanding of the current online marketing environment and a survey of the strategy and tactics of web-based marketing. The course is designed for students who either pursue a career in online business or have general interest in the current marketing environment. The course consists of the lecture and various assignments that provide opportunities for hands-on experience in web-based marketing.**
- ♦ **Prerequisites:** **Masters students in Warrington College of Business Administration; Designed for MBA students.**

3. Other Business

4. Dean's Report

Warrington College of Business Administration   100 Bryan Hall
Hough Graduate School of Business   PO Box 117150
School of Business   Gainesville, FL 32611-7150
Fisher School of Accounting   352-273-2398 Office
                                                                     352-392-2086 Fax
                                                                     www.warrington.ufl.edu

GENERAL FACULTY MEETING
MINUTES | Monday, October 25, 2010 | 4:00 p.m. | HGS 120A/B

1. The August 27, 2010 General Faculty Meeting Minutes were presented for approval by the faculty. A motion was made to approve the minutes. The motion was seconded and the faculty voted to approve the minutes as distributed.

2. The UG Committee approved the following items and requested approval by the faculty. A motion was made to approve these items. The motion was seconded and the faculty voted to approve the new course and the course change as presented.

New Course:

MAR 4XXX Retail Consulting
- Credits   4
- Contacts   4
- Prerequisite: Grade of C or better in MAR 3023
- Description: This course is designed to provide students with an opportunity to practice making strategic decisions based on market research through hands-on experience in approaching real retail problems and coming up with solutions that will be used by sponsoring retail clients. Teams of students will work on retail issues provided by a real client. Student teams are responsible for designing and executing all phases of the project. By working closely with retail clients, students will gain practical insight into actual retail business operations while performing problem identification, exploring opportunities, collecting data and developing strategy.

Course Change:

MAN 4504 Operations Management
Change Prerequisites from:
- Current: MAC 2233, STA 2023, BUL 4310, ECP 3703, FIN 3403, MAN 3025, MAR 3023 AND QMB 3250; BA and AC majors.

Change Prerequisites to:
- Proposed: MAC 2233, STA 2023, BUL 4310, GEB 3373, FIN 3403, MAN 3025, MAR 3023 AND QMB 3250; BA and AC majors.

3.   Other Business

   - Brian Ray reported that the School of Business Undergraduate area has moved to Bryan Hall from Stuzin Hall. On the lower level (133 Bryan Hall) is the administrative staff, the international programs staff, and the online programs staff. The upper level (233 Bryan Hall) is the academic advising staff and career coaching staff.

4.   Dean's Report – no report provided.

GRADUATE FACULTY MEETING

MINUTES | Monday, October 25, 2010 | 4:00 p.m. | HGS 120A/B

(*immediately following General Faculty Meeting***)**

1.   The August 27, 2010 Graduate Faculty Meeting Minutes were presented for approval by the faculty. A motion was made to approve the minutes. The motion was seconded and the faculty voted to approve the minutes as distributed.

2.   The Masters Committee approved the following items and requested approval by the graduate faculty. A motion was made to approve these items. The motion was seconded ant the faculty voted to approve the new courses and course change as presented.

<u>**New Courses:**</u>

ENT 6933 – Entrepreneurship Lecture Series
   • Credits: VAR (1-4) total 8 credits (repeatable)
   • Contacts: VAR
   • Description: To educate students about topics relevant to entrepreneurship and innovation including opportunity recognition, business planning, capital sourcing, growth and harvest. To provide the background necessary for students interested in careers in start-up ventures, high growth firms, business consulting or venture capital. To introduce students to resources in the entrepreneurial areana and provide a forum for networking and career development.

ENT 6950 – Integrated Technology Ventures
   • Credits: VAR (1-4) total 8 credits (repeatable)
   • Contacts: VAR
   • Prereq/Coreq:
   • Description: ITV brings together teams of engineering, business, and law students to work together to commercialize a technology that was developed by one of the researchers at UF. Objectives include to teach entrepreneurship while attempting to commercialize a real technology. To teach team

dynamics, goal setting, and project management. To aid in the commercialization of University of Florida technology.

Course Change:

GEB 5146 – Family Business Management
- Change Prefix and Number from GEB 5146 to ENT 5273

3.   Other Business
An update was provided regarding the process for College Administrative Reorganization.
- The Committee has met three times to discuss the department structure.
- The Committee met with faculty members most likely to be affected (Business Law and Communications).
- The Committee is working on a draft recommendation that will be shared with each department for comments.
- The recommendation will be voted on by the College faculty.
- If a new department is created, it will require approval of the Faculty Senate and Provost.

4.   Dean's Report
- WCBA no longer fund liberal arts/eco major
- Liberal Arts needs to decide if they'll continue the major and if they'll acquire or build an ECO department.
- If Liberal Arts acquires our ECO department this will need a faculty vote.
- WCBA asked that Liberal Arts not admit new majors starting in January, 2011.
- All who are currently in the program will complete but no new majors after January.
- University RCM is smoothing out process:
  = there is a website
  = no new changes
  = start out next year with the same model used this year
  = looking at increasing the graduate program

A motion was made to adjourn the meeting. The motion was seconded and the meeting adjourned.

Attending: John Kraft, Selcuk Erenguc, Brian Ray, Dorothy McCawley, Virginia Maurer, Robert Thomas, Larry DiMatteo, Mark Rush, Roger Blair, Shubho Bandyopadhyay, Praveen Pathak, Eric Olson, Dominique DeSantiago, Jon Hamilton, David Denslow, Linda Clarke, Hyunjoo Oh, Richard Lutz,

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UCC1: New Course Transmittal Form

Department Name and Number	Information Systems and Operations Management

Recommended SCNS Course Identification

Prefix I S M   Level 3   Course Number 0 1 3   Lab Code ___

Course Title (please limit to 21 characters) Intro to Info Systems

Effective Term and Year	Fall 2011	Rotating Topic	☐ yes	■ no

Amount of Credit 4	Contact Hour: Base 4 or Headcount ___	S/U Only ☐ yes ■ no

Repeatable Credit   ☐ yes   ■ no   If yes, ___ total repeatable credit allowed

Variable Credit   ☐ yes   ■ no   If yes, ___ minimum and ___ maximum credits per semester

Course Description (50 words or less)

This course provides an introduction to the role of information systems and technology in an organization with a focus on the use of Access and Excel to solve business problems. The course provides students with the knowledge necessary to earn Microsoft Certifications in Access and Excel.

Prerequisites	Co-requisites
Sophomore standing AND either MAC 2311 or 2233	

Degree Type (mark all that apply)   ■ Baccalaureate   ☐ Graduate   ☐ Professional   ☐ Other _____

Category of Instruction   ☐ Introductory   ■ Intermediate   ☐ Advanced

Rationale and place in curriculum

See attached letter

Department Contact	Name Pat Brawner	
	Phone 846-1374	Email brawner@ufl.edu
College Contact	Name Sharon Haughton	
	Phone 273-3225	Email sharon.haughton@warrington.ufl.edu

Warrington College of Business Administration
Department of Information Systems and Operations Management

335 Stuzin Hall
PO Box 117169
Gainesville, FL 32611-7169
352-846-2090
352-392-5438 Fax

MEMORANDUM

FROM: Gary J. Koehler

TOPIC: New Course Justification

1) How often do you anticipate the course will be taught?

The new course, "Introduction to Information Systems", will be offered each Fall and Spring semester.

2) What is the target group (i.e. all grad students, specific program, etc)?

The target group will be first semester junior students. The course is structured as a four-credit course with half devoted to IS concepts and its role in business and half on developing marketable skills in two technology areas (spreadsheet and database processing).

3) Why is this course needed?

In the 1990s, the college offered a two-credit course, ISM 3011, which provided an introduction to Information Systems (IS). As taught, it appealed primarily to IS majors of which there were hundreds. Because its focus was limited, the college decided the course was no longer needed. Now, however, there is no introductory course in IS and knowledge of the role of IS in business is even more critical than in the past. Furthermore, without exposure to the topic, students are largely unaware of the possibility to major in IS until too late in their studies. The proposed course is needed to bring back a basic coverage of IS in business. Furthermore, to avoid the narrow focus of the earlier ISM 3011 and to appeal to majors other than IS students (especially to majors in Finance and Accounting), the new course adds to the overview of IS principles a coverage of two key marketable skill-sets resulting in certification in spreadsheet and database know-how.

This course was taught to 33 students as a special topics class (ISM 4930), in Fall, 2010 and currently to over 50 students in Spring, 2011. Student evaluations for the Fall rated the educational value of this course at 4.52. Student comments included:

- In my opinion, this course is excellent in not only enhancing one's resume for future business endeavors, but also in knowledge acquisition and increased professionalism

- The course is difficult, but very helpful and the information taught is useful and will be good to know for the future in the business world.

The Foundation for The Gator Nation

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- Great course! Relevant to the real world and what's occurring on the business side of things

- I think the course will be very beneficial, especially for business majors. I'm really glad the class offers certifications in Microsoft Excel and Access 2007. I learned some good information about Information Systems throughout the course.

An e-mail to the instructor from one participant shows some immediate benefit:

- I just got an internship in NY this summer and it's all thanks to you! When they were interviewing me they were asking me about Microsoft Excel and Access. When I told them I was certified they were so impressed and basically gave me the internship then. I just wanted to thank you so much, even though I complained, I learned a lot!!!

4) If a course is intended for a particular group of students only, please add that information to the "Prerequisite" box on the form.

The course assumes students are familiar with working on a Windows-based computer.

ISM 4930
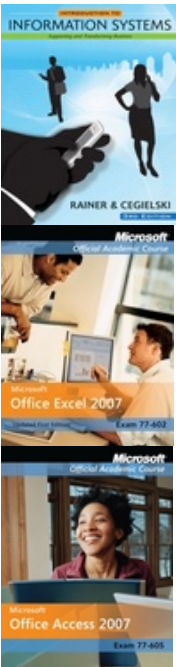# Introduction to Information Systems
Spring 2011 Course Syllabus

Table of Contents

GENERAL INFORMATION

Class Times	Monday, Wednesday 1:55 to 3:50 pm	**Location**	STZ 104
Instructor	Dr. Aditi Mukherjee		
Office	STZ 360	**Phone**	325 392 0648
Email	aditimukherjee @ ufl . edu **The subject line of your email should contain 'ISM4930_S11', otherwise it may end up in my junk email and you may not get a response in a timely manner.**		
Office Hours	Monday, Wednesday 10:00 am to 12 noon, other times by appointment. **If you are planning on coming in during office hours, you do NOT need to make an appointment.**		
Website	All information and materials pertaining to this course will be made available through the course website on the Sakai system (https://lss.at.ufl.edu/). Please note that this is an eco-friendly class that is nearly paperless. With the exception of the in class tests, all graded materials will be submitted electronically using the course website on Sakai. Additional information regarding the submission policies for this class is provided below.		

REQUIRED MATERIALS

Text Books	• *Introduction to Information Systems: Enabling and Transforming Business,* 3rd Edition By R. Kelly Rainer and Casey G. Cegielski, Wiley, 2011, ISBN: 978-0-470-47352-8 **This is a required textbook.** • *Microsoft Office Excel 2007: Exam 77-602*, Updated 1st Edition, Microsoft Official Academic Course, Wiley 2009, ISBN: 978-0-470-39568-4 **This is a recommended textbook.** • *Microsoft Office Access 2007: Exam 77-605*, Microsoft Official Academic Course, Wiley 2008, ISBN: 978-0-470-06950-9 **This is a recommended textbook.**
Computer	• A laptop computer that has the capability of running Micorosoft Excel and Access 2007, and wireless access to the Internet. *Note:* Mac computers will not be supported in this class. If you choose to use a Mac computer, please make sure that you are able to use all the features of Microsoft Excel and Access 2007 on it.
Software	• Microsoft Excel 2007 • Microsoft Access 2007 (Available through MSDNAA Website)
Other	• *Microsoft Office Specialist (MOS) 2007 Voucher with Retake and 2007 Certiprep Full Suite* (Available at UF Bookstore at discounted student pricing)

NOTE: All the textbooks and the vouchers will be available as a package from the bookstore under ISBN 9781118067819

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COURSE GOALS AND OBJECTIVES

Tomorrow's managers and leaders, in any functional area of an organization, must have a reasonable awareness of the trends and use of information technology (IT) and information systems (IS). One does not have to be a technology specialist to have an appreciation for the significant and evolving role of information in today's organizations. The purpose of this introductory course is to instill an understanding of the role of information systems in the business environment at a strategic, operational and personal level. There are two main components of this course: (1) the Information Systems (IS) Concepts module, and (2) the Information Technology (IT) skills module. The specific goals and skills that we expect students to develop by the end of the course are:

IS Concepts   (1) To understand basic information technology terminology, infrastructure and security issues.
(2) To understand how information systems can be used for enablement, problem solving, and decision making.
(3) To understand how information systems can be leveraged for individual, business unit, and organizational goals.

IT Skills   (1) Problem solving skills using Microsoft Office.
(2) A certifiable-proficiency in Microsoft Excel 2007 and Microsoft Access 2007.
(3) Completion of the Microsoft Office Specialist (MOS) exams for Excel (Exam 77-602) and Access (Exam 77-605).
For more information on MCAS see http://www.microsoft.com/learning/en/us/certification/mos.aspx.

TEACHING METHOD

Two credit hours will be spent on each of the following components of this course.

IS Concepts

The IS Concepts component of the course will be taught by primarily using class lectures. It is strongly recommended that the students review the textbook chapters specified on the schedule before hand, as well as the review questions and problems at the end of each chapter. Additional resources are available on the publisher's website that can aid self-study and the understanding of the material. These include additional slide-decks for each chapter, problems and podcasts by the authors. Students are encouraged to make use of these materials to further their understanding of the subject matter. The material covered in this portion of the class will be assessed with Class Assessments and three Tests, all of which are described in greater detail in the Grade Composition section of this syllabus.

Publisher's Website: http://bcs.wiley.com/he-bcs/Books?action=index&itemId=0470473525&bcsId=5314

IT Skills

The IT skills will be taught using a combination of pedagogical methods. Video tutorials for all the skills required to get certified will be posted on the class website. Students are required to review these video tutorials prior to coming to class. During class time, these skills and additional concepts will be reinforced through quizzes, live demonstrations and hands-on examples. The students are also strongly encouraged to review all examples covered in class and practice projects in the textbook and additional test-preparation options available to them (including, but not limited to, the Certiprep software that is provided with their MOS Certification vouchers). The materials covered in this portion of the class will be assessed by Quizzes and the MOS Certification Exams, all of which are described in greater detail in the grade composition section of this syllabus).

Text book resources (Excel): http://bcs.wiley.com/he-bcs/Books?action=index&itemId=0470395680&bcsId=4828
Text book resources (Access): http://bcs.wiley.com/he-bcs/Books?action=index&itemId=0470069503&bcsId=3862

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GRADE COMPOSITION

The grades for this course will be distributed as follows: 50% of the grade will be used to cover the IS concepts and 50% of the grades will cover the practice assignments, practice exercises and the Microsoft Certification Exams for Excel and Access. The detailed breakup of the grade composition is described below:

IS Concepts:	50%	IT Skills	50%
Class Assessments:	5%	Quizzes:	10%
Test 1:	15%	Practice Assignment:	20%
Test 2:	15%	MOS Exam 77-602 (Excel 2007):	10%
Test 3:	15%	MOS Exam 77-605 (Access 2007):	10%

The class grades will be assigned using the University of Florida's grading scale as follows.

Score	Grade	Score	Grade	Score	Grade	Score	Grade	Score	Grade
[90-100]	A	[84-86]	B+	[74-76]	C+	[64-66]	D+	[0-56]	E
[87-89]	A-	[80-83]	B	[70-73]	C	[60-63]	D		
		[77-79]	B-	[67-69]	C-	[57-59]	D-		

More information regarding the grading policies of the University of Florida can be found at: http://www.registrar.ufl.edu/catalog/policies/regulationgrades.html

A. Assessments (5%)

For each IS topic covered in class, there will be a timed 20 minute assessment on the course website. This assessment will comprise of 10 multiple choice and true-false questions that will be based on the information provided in the class lecture, the text book chapter and any additional assigned readings. Please review all these materials before beginning the assessments. You will be allowed only one attempt for each assessment that has to be completed before the due date. These assessments must be individual work only and must be done independently.

B. Tests (45%)

There will be three tests for this course based only on the IS topics (not Excel and Access), each worth 15% of your grade. The tests are not comprehensive and will be comprised of multiple-choice, true/false, and sentence completion questions. The dates, times and the details of the material covered on each test are provided in the schedule below and on the course website. Questions on the test will be based on the material covered in the class lectures and the assigned readings.

Makeup Tests: No makeup tests will be provided for this course, unless it is a university approved excuse. Proper documentation will have to be provided in support.

C. Quizzes (10%)

Before each Excel/Access class (generally held on Wednesdays), short video tutorials will be posted on the Sakai system that will go over each skill that you are going to learn during the week. You are required to review these videos prior to coming to class (not during class). At the start of each class, there will a short 10 minute quiz (administered online) based on these tutorials before we begin the hands-on training. This quiz will consist of 5-6 multiple choice questions that you should be able to answer if you have viewed the video tutorials.

D. Practice Assignments (20%)

During the IT Skills (Excel/Access) classes, we will cover material for the Excel and Access textbooks. We will also go over additional examples to reinforce important skills and concepts. Towards the latter end of each of these classes, you will be required to complete a practice assignment that will comprise of two or three mini-projects to practice what was reviewed in the class. At the end of the class, you will be required to submit these projects for grading on the course website. All practice assignments must be individual work only and must be done independently. You are encouraged to consult with the TAs or instructor if you have any questions or clarifications.

E. Microsoft Office Specialist (MOS) Certification Exams for Excel and Access (20%)

A major component of this class is the Microsoft Office Specialist (MOS) Certification for Excel and Access. Completion of practice exercises and assignments are geared towards the preparation for the exam. For further practice, it is strongly recommended that all students use the Certiprep software a few days before the actual certification test.

Both exams may be taken in the computer labs during any one of the available time slots, outside of the class periods. These exams are typically for 75 minutes (including registration and sign-in). You may sign-up for these time slots on the e-learning system. Only 40 students may take the exam during a time slot, therefore to ensure you are able to get the time-slot you must sign-up as soon as possible. The exact dates and location of these tests will be announced in the class and the course website at a later date.

Retakes: If you fail to pass the certification test on the first attempt, you will be allowed one retake only (Date & Location TBD). The minimum passing score for the Excel Certification is 690 of 1000 and for Access Certification is 660 of 1000.

Each Certification Exam Score is given out of 1000 points which will count towards 10% of your final grade. Your score will be computed as shown in the table below. There is a two point bonus for passing the certification test on the first attempt.

Certification Score (Max = 1000)	Class Grade (Max = 10)
[900-1000]	10
[800-899)	9
[700-799)	8
[600-699)	7
[500-599)	6
[0-499)	0

F. Submissions

All graded materials (with the exception of the class tests) have to be submitted electronically on the course website. If you are unsure of how to submit your assignment, you may review the Sakai tutorials or ask the instructor or TA at least 24 hours before the submission deadline. No late submissions or email submissions will be accepted under any circumstances. Moreover, please review the submission guidelines very carefully and follow them accordingly. If you fail to name your files correctly or submit them in a correct format they will not be graded and you will not receive any credit.

Sakai tutorials: https://lss.at.ufl.edu/sakai-training/student_index.shtml

G. Re-Grade Policy

"Re-grade" Requests: Please note that any request to re-grade any component of your submissions (assignment, tests or projects) has to be made within the week you receive the grade. Given the size of the class, and the speed with which the course progresses, any request beyond this deadline cannot be considered. The only exception to this rule is a documented emergency.

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CLASS POLICIES

A. Class Attendance, Participation and Discipline

A1. Attendance: Class sessions will provide useful information as the text and other reading materials alone are not likely to be sufficient for one to do well in the course. Attendance is not required for regular classes; however, if you miss a class, you will be responsible for all information that is provided, the materials that are discussed during class and all in-class assignments and quizzes. No extensions will be made available for those who do not attend the classes.

A2. Participation: Student participation in class discussions is crucial because it introduces alternative viewpoints and helps clarify concepts for the class as a whole. I expect the highest level of participation during the entire semester. You should complete the assigned readings before coming to class. I will expect you to be ready with answers to questions related to the readings.

A3. Discipline: I expect you to maintain the decorum of the class at all times. As with any other group activity, please be acutely aware that your actions in class may have negative externalities that can collectively affect the performance of the entire group. Please keep the following in mind:

- Students who attend classes are expected to arrive in class on time. If you must arrive late or leave early, please refrain from attending that class.
- Students should refrain from using the computer during class time for activities that are not directly related to the topic being discussed in class. These activities include, but are not limited to, instant messaging, web surfing, game playing, social networking etc. If you are found engaging in such activities, you will be asked to leave the class and not receive any credit for the quizzes, assessments and assignment administered during that class.
- Students are expected to respect the rights of their classmates and should never exhibit any behavior that is disruptive to the learning experience of anyone. For example, cell phones should not be allowed to ring, and calls should not be made or taken, inside the classroom. You will be asked to switch off your phones during quizzes and exams.

B. Honors Policy

You are expected to follow the University of Florida's Academic Honesty and Conduct Codes when working on assessments, quizzes, assignments, projects, tests, and exams. One point worth emphasizing: plagiarism in any form is completely unacceptable and will <u>not</u> be tolerated. We will be following the ISOM Department policy regarding cheating:

"For any academic class activity, students must follow the University of Florida Student Honor Code. Any violation of the honor code will automatically result in a grade of E (Fail) for this course and further sanctions that may include a suspension or expulsion from the University through the Dean of Students Office. All incidents will be reported to Student Conduct and Conflict Resolution at the University of Florida."

You are expected to read the complete policy at http://www.registrar.ufl.edu/catalog/policies/students.html#honesty.

C. Teaching Policies

An updated list of UF teaching policies regarding academic honesty, student illness, religious holidays, accommodating students with disabilities and others are available at this website (http://www.registrar.ufl.edu/staff/policies.html).

D. Students with Disabilities

Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation.

E. Communication

I will be available at my office during the office hours. I will also be available to talk to you at other times by appointment. To schedule an appointment at any <u>other time than my regular office hours</u>, please send me e-mail at aditimukherjee@ufl.edu, but not through the Sakai system. All emails must have **[ISM4930_S11] in the subject** field to ensure delivery into my mailbox and not spam filtered. Most of my communication that is meant for the entire class will be through the occasional emails to the mailing list, which will come into your Gatorlink mailbox, so do log in to the system regularly. Further, make <u>sure that you are not over quota with your Gatorlink mailbox</u>, since in such cases you will not be aware of the latest emails pertaining to this class.

TENTATIVE SCHEDULE

Date	Topic	Reading	Deliverable
5-Jan-11	Class Introduction	Rainer: Ch 1	
10-Jan-11	Information Systems: Concepts and Management, Hardware & Software	Rainer: Ch 2, TG 1 & 2	
12-Jan-11	Excel: [1] Excel Essentials [2] Creating and Editing a Workbook [3] Formatting Cells and Ranges	Excel: Chs 1,2, 3	
17-Jan-11	**No Class: MLK Day**		
19-Jan-11	Excel: [4] Worksheet Formatting [5] Managing Worksheets [6] Working with Data	Excel: Chs 4, 5, 6	Practice Assignment 1 (Excel Chs 1,2,3)
24-Jan-11	Organization Information Systems, Customer Relation Management	Rainer: Ch 8, 9	Assessment #1 (Rainer Ch 1 & 2)
26-Jan-11	Excel: [7] Using Basic Formulas and Functions [8] Using More Advanced Formulas	Excel: Chs 7, 8	Practice Assignment 2 (Excel Chs 4,5,6)
31-Jan-11	Supply Chain Management, Managerial Support Systems	Rainer: Ch 10,11	Assessment #2 (Rainer Ch 8 & 9)
2-Feb-11	Excel: [9] Creating Charts from Your Data [10] Adding Pictures and Shapes to a Worksheet [11] Securing and Sharing Documents	Excel: Chs 9, 10, 11	Practice Assignment 3 (Excel Chs 7,8)
7-Feb-11	Acquiring Information Systems and Applications	Rainer: Ch 12	Assessment #3 (Rainer Ch 10, 11)
9-Feb-11	Introduction to Access		Practice Assignment 4 (Excel Chs 9,10,11)
14-Feb-11	**Test 1: Based on Chs 2, 8, 9, 10, 11, 12**		Assessment #4 (Rainer Ch 12)
16-Feb-11	Access: [1] Database Essentials [2] Create Database Tables [3] Work with Tables/Database Records [4] Modify Tables and Fields	Access: Chs 1,2, 3, 4	
21-Feb-11	Ethics, Privacy, and Information Security	Rainer: Ch 3	
23-Feb-11	Access: [5] Create Forms [6] Create Reports [7] Use Controls in Reports and Forms	Access: Chs 5,6, 7	Practice Assignment 5 (Access Chs 1,2,3,4)
28-Feb-11	Data and Knowledge Management	Rainer: Ch 4	Assessment #5 (Rainer Ch 3)
2-Mar-11	Access: [8] Create and Modify Queries	Access: Ch 8	Practice Assignment 6 (Access Chs 5,6,7)
	7 & 9 Mar-11 : No Class for Spring Break		
14-Mar-11	Basics of Telecommunications and Networks & Basics of the Internet and the World Wide Web	Rainer: TG 4 & TG 5	Assessment #6 (Rainer Ch 4)
16-Mar-11	Access: [9] Advanced Tables [10] Advanced Forms [11] Advanced Reports	Access: Chs 9,10, 11	Practice Assignment 7 (Access Ch 8)
21-Mar-11	Network Applications	Rainer: Ch 5	Assessment #7 (Rainer TG 4 & 5)
23-Mar-11	Access: [12] Advanced Queries	Access: Chs 12	Practice Assignment 8 (Access Ch 9,10,11)
28-Mar-11	**Test 2: Based on Chs 3,4, 5 TG 4&5**		Assessment #8 (Rainer Ch 5)
30-Mar-11	Access: [13] Display and Share Data [14] Import and Export Data [15] Database Tools	Access: Chs 13,14	Practice Assignment 9 (Access Ch 12)
4-Apr-11	E-Business and E-Commerce	Rainer: Ch 6	
6-Apr-11	Special Topics	Handout	Practice Assignment 10 (Access Ch 13,14)
11-Apr-11	E-Business and E-Commerce	Rainer: Ch 6	Assessment #9 (Rainer Ch 6)
13-Apr-11	Special Topics	Handout	
18-Apr-11	Wireless, Mobile Computing, and Mobile Commerce	Rainer: Ch 7	Assessment #10 (Rainer Ch 6&7)
20-Apr-11	Special Topics	Handout	
25-Apr-11	**Test 3: Based on Chs 6 & 7**		

UCC2: Course Change Transmittal Form

UNIVERSITY of FLORIDA

Department Name and Number General Business 0117010000

Current SCNS Course Identification

Prefix G E B Level 3 Course Number 3 7 3 Lab Code ____

Course Title International Business

Effective Term and Year Fall 2011

Terminate Current Course ☐   Other Changes (specify below) ■

Change Course Identification to:

Prefix ____ ____ ____   Level ____   Course Number ____ ____ ____   Lab Code ____

Course Title (please limit to 21 characters) _____

| Credit Hours: From ____ To ____ | Contact Hours: ☐ Base or ☐ Headcount From ____ To ____ |

Rotating Topic: From ☐ yes ☐ no   To ☐ yes ☐ no

S/U Only: From ☐ yes ☐ no   To ☐ yes ☐ no

Variable Credit: From ☐ yes ☐ no   To ☐ yes ☐ no

If yes, ____ minimum and ____ maximum credits/semester

Repeatable Credit: From ☐ yes ☐ no   To ☐ yes ☐ no

If yes, _____ total repeatable credit allowed

Prerequisites	Co-requisites
From MAN 3025, MAR 3023 and FIN 3403 To MAN 3025 AND MAR 3023	From To

Course Description (50 words or less; if requesting a change, please attach a syllabus)

From	To

Rationale /Place in Curriculum/Impact on Program

After having taught the course in Fall '10, the faculty member decided that completion of FIN 3403 was not an important component for success in the course.

Department Contact   Name Mitzi.Calvert

Phone 392-0164   Email mitzi.calvert@warrington.ufl.edu

College Contact   Name Renee Mathis

Phone 273.3217   Email Renee.mathis @warrington.ufl.edu

Rev. 10/10

GEB 3373
International Business
Spring 2011

Dr. Roy L. Crum
Office: 309D Stuzin Hall
Phone: (352) 392-0115 (use email instead of voice mail to contact instructor—see next line)
Email: GEB3373.questions@warrington.ufl.edu

Live Class Meeting Time: Tuesday and Thursday, 1st and 2nd periods, STZ 104

Instructor Office Hours: Tuesday and Thursday, 3rd and 4th periods.

Teaching Assistants

TA Office: The TAs office is in the 4th floor stacks of Bryan Hall

The teaching assistants will hold office hours each week in the 4th floor stacks of Bryan Hall. The schedule for office hours will be posted on the class website during the first week of classes. You are encouraged to meet with the TAs whenever you have a question about the book or the lectures. That will help you understand the material better and it will also help us to ensure that the material is presented clearly to facilitate understanding. The TAs will also screen all emails to the class website and pass on to the instructor questions that only he can answer.

Course Prerequisites

MAN 3025	Principles of Management
MAR 3023	Principles of Marketing
FIN 3403	Business Finance

The course has been designed and will be taught assuming that you are familiar with the concepts and terminology presented in these prerequisite courses. Equivalent courses used as substitutes must be approved by the College's Undergraduate Programs Office, STZ 267, phone: 273-0165.

Textbook

International Business, Warrington School of Business Administration, Peng/Crum

This is a custom textbook that incorporates chapters from *Global Business* by Peng, materials from *Fundamentals of International Finance* by Crum, Brigham, and Houston, and a preface written by Crum. The custom textbook is available from the bookstores as a loose-leaf printed book. The price of this text at the bookstore is approximately $115.95. Be aware that the bookstores WILL NOT buy this book back. The other alternative is to buy the book as an e-book. If you buy a printed access card with a PIN from the bookstore, the price will be around $64.95. Alternatively, you can buy it directly from the publisher for $57.98. To buy the book from the publisher, go to www.cengagebrain.com, search for ISBN 111175165X, and follow the instructions. If you are like me and really want a hard copy, you can always print out the e-book.

Course Materials Available Within the Class Website

1. PowerPoint slides for GEB 3373. We highly recommend that you copy the PowerPoint slides and study them prior to listening to a lecture on the material. Many times the instructor will cover a topic not in the textbook, or will present it in a different way than in the textbook, so the PowerPoint slides will serve as a supplement to the book. You are responsible for everything in the PowerPoint slides on exams.

2. Solutions to end-of-chapter questions. These questions are excellent study aids to ensure that you are learning the main points in the chapters, and, as such, they are good study aids for the exams and quizzes. You are responsible for everything in the textbook on exams and quizzes.

3. Previous exam questions. The four exams given in Fall 2010, plus answers, will be posted on the class website. You should use these questions as if they were an "exam," answering them under exam conditions before checking your answers. That will give you a good signal if you understand the material and are ready for the exam.

Accessing the Course Website

This course is being presented via the University of Florida's Sakai/e-learning course management system. We recommend that you create a shortcut (link or favorite) in your browser that will take you directly to the *E-Learning in Sakai* login site: http://lss.at.ufl.edu

Then:

1. Login to the website using your GatorLink user name and password.

2. Choose GEB 3373 from the list of available course tabs and links to LSS tutorials.

NOTE: Only students officially registered for this course will be allowed access to the course website. Students who add the course will have to wait 24-48 hours for the *E-Learning in Sakai* course management system to be updated with the latest enrollment data from the Registrar's Office. Because of this delay in confirmation that you are officially registered, if you try to access the website and are denied access, please wait 24-48 hours before trying again. After this period, if you are still denied access, please check with the Management Department office to verify that you have been properly registered for the course.

Course Objectives and Assurance of Learning

We live in a global economy in which businesses must understand not only their own home country market and competitors, but also markets and competitors from many other countries. Going global implies that managers of such companies need to understand the culture and ways of doing business

in other parts of the world and appreciate how operations spanning several or many countries "fit together" into a single multinational enterprise (MNE). This course is designed to expose you to:

- the business environments (culture, politics, law, and economics) one encounters in other parts of the world,
- tools and skills necessary to analyze the potential of other countries as locations for production, distribution, and marketing,
- how managing and integrating international operations in many parts of the world differs from the purely domestic focus of many business courses, and
- the broad perspective required of successful managers working in international business.

Assurance of Learning: The BSBA/BABA Learning Goal that applies most directly to this course is goal 5: "**Possess a global perspective on business.**" Two learning objectives associated with this learning goal are:

5A.   Describe the key components of the business environment that vary across countries and understand how these differences present challenges/opportunities for the conduct of business, and

5B.   Possess awareness of cultural differences and how these differences affect best practices and ethical responsibilities.

For additional information about the College's Assurance of Learning goals and objectives, see http://warrington.ufl.edu/centers/ctla/assurance.asp.

Class Procedures

The materials for this class, including the textbook and materials posted on the *E-Learning in Sakai* website, have been divided into four modules corresponding to the three midterm exams and the final exam. There will be an online quiz for each textbook chapter (10 in total) covering the materials in the textbook plus a separate online quiz for the foreign exchange supplement from the Crum book. These 11 quizzes, which include both true/false questions and multiple choice questions, are intended to help you to study for the midterms and final exam, although you should be aware that the exams will also include materials that are not covered in the textbook or the chapter quizzes. The PowerPoint slides posted on the web site contain information that is not in the textbook, so it is very important to review these materials thoroughly when studying for exams. I suggest that because of the nature of an electronic platform course, you will be particularly well-served by reading the assigned chapters, reviewing the PowerPoint slides to see how the lecture differs from what you read in the book, and only then listening to the lecture. After viewing the lecture, you should go back and review the PowerPoint slides and textbook materials to ensure that you understand the topics covered. After you are comfortable with the materials in the chapter, you can then take the online quiz. **Do not wait until the deadline to take the quizzes! If something fouls up and your posting is not recorded, no matter whose fault it is, there is no recourse.**

GEB 3373
International Business
Spring 2011

<u>**Videos**</u>

In addition to the exams and quizzes, you are required to view and comment upon via the corresponding Sakai discussion board, seven videos that are available on the class website. These videos and the times they are available for comment in the blogs are:

Business is Blooming: The International Floral Industry (available on January 5 and **close on January 12 at midnight**. Discuss in class on Thursday, January 13)
China's Convenience Store War (available on February 2 and **close on February 9 at midnight**. Discuss in class on Thursday, February 10)
Russia: Rebuilding a Nation (available on February 15 and **close on February 23 at midnight**. Discuss in class on Thursday, February 24)
Harsh Reality: Mexico's NAFTA Problem (available on February 22 and **close on March 2 at midnight**. Discuss in class on Thursday, March 3)
Addicted to Cheap Shopping? Why the Real Cost of Goods Keeps Going Down (available on March 17 and **close on March 23 at midnight**. Discuss in class on Thursday, March 24)
Turkey's Tigers: Integrating Islam and Corporate Culture (available on March 24 and **close on March 30 at midnight**. Discuss in class on Thursday, March 31)
Fair Trade, Fair Profit: Making Green Enterprise Work (available on April 7 and **close on April 18 at midnight**. Discuss in class on Tuesday, April 19)

The videos are intended to expose you to ideas and realities of operating in other countries/cultures and to encourage you to think about the implications of MNE actions on countries and companies. You are required to post on the Sakai discussion board corresponding to each video at least one comment (but you may post multiple comments) that indicates 1) that you watched the video, and 2) that you understand the essence of what it is about.   You will be credited with 0.5 points per video just for taking the time to comment on the video and up to an additional 0.5 points if your posting meets the two criteria mentioned in the previous sentence, and you post by the deadline.

<u>**Cases**</u>

Finally, in order to place the course material squarely into a business context, we will discuss nine short case studies (in your textbook at the end of various chapters). These cases are:

DP World (available on January 5, **close on January 12 at midnight**. Discuss in class on Thursday, January 13)
Soybeans in China (available on January 11, **close on January 19 at midnight**. Discuss in class on Thursday, January 20)
Competing in the Chinese Automobile Industry (available on January 18, **close on January 26 at midnight**. Discuss in class on Thursday, January 27)
Tips About Corruption Around the Pacific (available on February 10, **close on February 21 at midnight**. Discuss in class on Tuesday, February 22)
The Chinese Menu (for Development) (available on February 22, **close on February 28 at midnight**. Discuss in class on Tuesday, March 1)
AGRANA: From a Local Supplier to a Global Player (available on February 24, **close on March 2 at midnight**. Discuss in class on Thursday, March 3)

Dentek's UK Business Decision (available on March 24, **close on March 30 at midnight**. Discuss in class on Thursday, March 31)
The LG-Nortel Joint Venture (available on April 7, **close on April 13 at midnight**. Discuss in class on Thursday, April 14)
Shakira: The Dilemma of Going Global (available on April 12, **close on April 18 at midnight**. Discuss in class on Tuesday, April 19)

As with the videos, you will be required to read, think about the issues and how to solve the problems raised, and comment on your ideas. You are required to post on the Sakai discussion board corresponding to each case at least one comment (but you may post multiple comments if you choose) that indicates 1) that you read the case, and 2) that you understand the essence of what it is about.   You will be credited with 0.5 points per case just for taking the time to comment on the video and up to an additional 0.5 points if your posting meets the two criteria mentioned in the previous sentence, and you post by the deadline.

Syllabus quiz

At the beginning of the course there will be a syllabus quiz. It is available on January 5 and will **close on January 20 at midnight**. This quiz is worth 2 points. YOU MUST SCORE 100% TO QUALIFY FOR THE 2 POINTS, BUT YOU CAN RETAKE THE SYLLABUS QUIZ MULTIPLE TIMES UNTIL YOU ACHIEVE THE 100% SCORE.

E-mail and Course Announcements

You are required by the university to check your GatorLink email account on a daily basis, and we suggest that you do it several times a day to ensure timely receipt of information. If we have to contact you as an individual, we will send an email to your GatorLink account. Also, sometimes we may send the entire class an email through the class listserv. The listserv automatically uses your GatorLink email address. Note that you have the ability to forward GatorLink email to another account (such as Gmail). You have limited space in your GatorLink folder, and new mail is not delivered when your folder is full, so you may want to get in the habit of forwarding your GatorLink email to another account so that you do not miss any class communications.

The *E-Learning in Sakai* course management system has a well-designed announcement mechanism, with announcements appearing on the home page as well as in various other places. We will use this system extensively to alert you to deadlines and any other thing that you may need to know. Please get in the habit of checking the course site frequently (at least daily) to see if we have posted any new announcements.

E-Mail Etiquette

I expect your email messages to be short, to the point, clear, and professional. The use of slang, abbreviations, and inappropriate language increase the chances that misunderstandings might occur. This is true whether you want to contact me or any of the TAs. To keep course-related questions and comments organized, we have created a new email account especially for the course: GEB3373.questions@warrington.ufl.edu. Please use this account for all communications with me

or with the TAs. I will not respond to emails sent to my personal accounts because it is vital to have all course-related communications in one place. You should use the same etiquette that governed your email communications in FIN 3403.

Help Resources

The *E-Learning in Sakai* course management system is a university-wide resource, not just for the Warrington College of Business Administration. Thus, if you experience problems trying to use the system you need to contact the UF Computing Help Desk at 352-392-HELP (392-4357) or go to their Webpage at http://helpdesk.ufl.edu/

Viewing Video Lectures

You will find a "Video Lecture" button on the left-hand side of the course page. There are instructions about logging in and viewing the lectures on the video lectures website.

Exams and Quizzes

There will be three evening midterm exams plus a final exam. Additionally, there will be a total of eleven (11) chapter quizzes to be taken online. The exams and quizzes will all be in the multiple choice format (quizzes may have some T/F questions) and the midterm exams and final will be graded using the scantron system. The points for each of these activities are as follows:

Syllabus quiz	2 points
3 Midterm exams at 15 points each	45
1 Final exam	15
11 Chapter quizzes at 2 points each	22
9 case discussions at 1 point each	9
7 video discussions at 1 points each	7
Total Points	100 points

The following grading scale will be used to translate from numerical point totals into letter grades:

A	93.34 and up
A-	90 to 93.33
B+	86.68 to 89 99
B	83.34 to 86.67
B-	80 to 83.33
C+	76.68 to 79.99
C	73.34 to 76.67
C-	70 to 73.33
D+	66.68 to 69.99
D	63.34 to 66.67
D-	60 to 63.33
E	less than 60

Please note that I ***do not round*** final course scores before assigning a letter grade: if your final average is 89.99999999999, you will earn a B+. Also, final grades will not be curved.

More information on UF grading policies for assigning grade points can be found in the undergraduate catalog web page at

http://www.registrar.ufl.edu/catalog/policies/regulationgrades.html.

Examination Schedule

The dates for the three midterm exams and the final exam are:

Midterm exam 1	Tuesday, February 1, 2011	8:20 p.m. – 10:10 p.m.
Midterm exam 2	Tuesday, March 15, 2011	8:20 p.m. – 10:10 p.m.
Midterm exam 3	Wednesday, April 6, 2011	8:20 p.m. – 10:10 p.m.
Final Exam	Thursday, April 28, 2011	8:00 p.m. – 10:00 p.m.

Exam locations will be announced in class and posted on the class webpage. **Students must go to their specified exam location in order for their exam to be graded and they must present a picture ID.**

The above test times are for on-campus exams only. Students taking this class through the Online Business Program will have their test dates/times/locations posted in the Online Student Center on the course website during the second week of the semester. Campus-based students taking GEB3373 away from Gainesville this term will receive a Gatorlink email from Online Business Program advisors by the second week of the term with these same details. PLEASE TAKE NOTE OF THIS INFORMATION, as testing at our statewide test sites is always earlier than when students take their tests on the UF campus. Missing a test because you failed to attend to this information will be harmful to your course grade.

Neither the midterm exams nor the final will be cumulative. The exams, though, will include questions from the textbook, PowerPoint slides, lectures, cases, and videos.

For the exams, you will be allowed to have out and available a #2 pencil (bring several in case your point breaks). If the exam involves calculations, you may have out and use the same type of calculator you used in FIN 3403. A formula sheet will be provided for any exam in which formulas are needed. All computers, PDAs, cell phones, or other electronic devices must be placed in a backpack so that they are not readily accessible. Students whose native language is not English are permitted to have a translation dictionary or electronic translator, but this must be approved by the head proctor before it is allowed. **Students who do not follow these rules will be referred to the Student Conduct and Conflict Resolution for disciplinary action.**

Scantron and Exam Procedures

Please ensure that you fill out the requested information on the front page of your exam booklet and correctly bubble in your name, UFID# (left justified), and the exam code on the scantron form. Also, please be sure to sign the scantron and the front page of your exam. Because errors in recording this information cause major difficulties in the grading procedure and delays reporting of exam results, **any student who does not fill in the information properly will have 1.5 points deducted from their exam score**.

You should take special care to bubble in your answers carefully. Use a #2 pencil, place dark marks fully in the intended circle and make no stray marks outside the circle, and clean erasures completely if you change an answer. If the scantron cannot read your answer because of failure to follow these instructions, or it reads multiple answers, you will not receive credit even if the answer is correct. My advice is to mark your answers on the exam booklet and, once you are satisfied with your answers, transfer them to the scantron sheet. If you make a mistake in bubbling in the answers, ask for a new form.

You should also make sure that you know to which room you should report to take the exam. **If you do not go to the assigned room to take the exam, it will not be graded and you will receive a grade of zero.**

The grade distribution for each exam will be posted on the course website and will be announced in class once the raw exam scores have been received from the Scantron facility. Note that students taking the exam at satellite locations around the state and those taking the exam at one of our study centers in Europe will not have their scantrons available for grading until several days after the exam was given on campus. This will delay the posting of answer keys and the exam grade distribution, but we will make every effort to shorten the time as much as possible.
Any grade changes/corrections made after the posting of the distribution will be recorded in the instructor's personal grade book (the "official" grade book), but these changes may not be reflected on the course website.

Make-up Exams

All examinations are mandatory and there will be **NO** make-up exams. If you miss one of the midterm exams *with a valid excuse* (serious illness or injury), then the final exam will be weighted 15 points higher for each midterm you miss (assuming you have valid excuses). I encourage you NOT to miss a midterm exam because I do not believe it to be in your best academic interest. If you miss the final exam and you have a valid excuse, you will be required to take the ***regular final exam given at the end of the next term***. If you do not have a valid excuse the final will be weighted into your average at a grade of zero. In order to get a grade of "incomplete" (I), you must be passing the course and have completed all previous assignments.

Grade Appeals

While rare, mistakes sometimes occur in the grading process or in developing the exam questions or instruments, and you will have the right to appeal scores received for all assignments. The general rules are that you must initiate the appeal of an answer to a question on the exam **within 3 days of the time the answer keys are posted**. You must appeal the score on the exam **within three (3) days of the date scores are posted to the class webpage.** Appeals initiated after three days for either answers or exam scores will not be considered regardless of merit. Please follow the rules specified below so that your appeal will be handled as quickly as possible.

1.   If your appeal involves what you believe to be a scantron grading error, or you have points taken off for improper recording of data on the exam form or the scantron, or not going to the assigned room, then contact me by sending an e-mail to:

GEB3373.Questions@warrington.ufl.edu

The subject line of the email should be "**Scantron Scoring Appeal**." In the email, please give me your full name as it appears on the class roll, your UFID number, the exam form code, the exam location, and a clear but brief description of what it is you are challenging. This appeal can be made within 3 days after the exam grades are posted.

2.   If you believe that there is an error in the test question itself, then contact me by sending an e-mail to:

GEB3373.Questions@warrington.ufl.edu

The subject line of the email should be "**Exam Question Appeal**." Please provide the same information as above except you should tell me why the question or answer is wrong. This appeal can be made within 3 days after the answer keys are posted.

3.   If you wish to appeal a score on one of the online quizzes, then contact me by sending an e-mail to:

GEB3373.Questions@warrington.ufl.edu

The subject line of the email should be "**Quiz Question Appeal**." Please provide the same information as above except you should tell me why the question or answer is wrong. This appeal can be made within 3 days after the quiz closes.

Online Chapter Quizzes

There will be eleven (11) online quizzes, one for each chapter in the text plus one for the foreign exchange and parity conditions reading from the Crum book. My reasons for giving the quizzes are to ensure that students keep up with the material covered in class, to signal to you what you know and do not know so that you can study more carefully the information in the chapters you have not

fully mastered, and to reward students for keeping up. After you have read and thoroughly understand the material in the chapter you can take the quiz **even if we have not covered the chapter in class.** Questions for the chapter quizzes are taken from a test bank tied to the book chapter and differ from questions on the exams only in the sense that materials not in the text but which we covered in class will be included on the exams. **Do not wait until the last moment to take the quiz**. If a computer problem causes you to miss a deadline, even if it is not your fault, you will receive a grade of zero on the quiz. No appeals of this will be allowed.

To take an online quiz, click on the Assessments button on the left-hand side. Then click on the word "Begin" under the quiz title.

Deadlines

All assignment deadlines are listed in the course website and are given in the tentative schedule given below. You should plan your studying so that you have plenty of time to complete and turn in the assignments prior to the final due date. Things always come up, such as emergencies, computer problems, miss the bus, etc., and none of these reasons for not submitting an assignment on time will be considered valid. You will have no recourse to appeal missing an assignment for these reasons. However, valid health reasons (you are in the hospital and have a letter from the doctor stating that you could not complete the assignment) will be considered.

Extra Credit

Extra credit will not be given. At the end of the course, I will not consider any pleas for the chance to do extra work to improve your grade unless two circumstances occur: 1). You took all quizzes, including the syllabus quiz, and posted discussions for all cases and videos, and 2). There are extenuating circumstances. Even in this case, it is highly unlikely that I will relent, so don't count on it.

Students with Disabilities

"Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation." You must complete this process and submit to the instructor the form for taking the exam at the DRC at least one week prior to the first exam, and preferably even sooner.

Academic Honesty

My expectation is that you will at all times conform to the highest standards of academic honesty. By this point in your academic career you should be fully aware of the Academic Honesty Guidelines at the University of Florida and various courses have stressed the importance attached to this issue by the University and your instructors. You should be aware that all work posted on the various blogs will be run through the "Turnitin" antiplagiarism software that compares your posts to

those of all other students and then checks against external sources. Instances of plagiarism or other violations of the Academic Honesty Guidelines will be referred to the Student Conduct and Conflict Resolution for disciplinary actions.

Tentative Class Schedule

The lecture and assignment schedule given below should be considered as tentative and subject to change. Any changes will be announced in class and will be posted to the class website.

GEB 3373
Spring 2011
Lecture Schedule

Date	Topic	Textbook Reading	Case/Video/Quiz Activity
Jan 5			Open: Syllabus Quiz Open: DP World case Open: Business is Blooming video
Jan 6	Introduction	Course Introduction, 2009 Update 2010 Update Crum Preface	Open: Quiz over Chapter 1
Jan 11	Globalization	Chapter 1	Open: Soybeans in China case
Jan 12			Close: DP World Case Close: Business is Blooming video
Jan 13	Globalization	Chapter 1	Discuss: DP World Case Discuss: Business is Blooming video Close: Quiz over Chapter 1
Jan 18	Trade	Chapter 2	Open: Competing in the Chinese Automobile Industry case Open: Quiz over Chapter 2
Jan 19			Close: Soybeans in China case
Jan 20	Trade	Chapter 2	Discuss: Soybeans in China case Close: Syllabus Quiz Close: Quiz over Chapter 2
Jan 25	FDI	Chapter 3	Open: Quiz over Chapter 3
Jan 26			Close: Competing in the Chinese Automobile Industry case
Jan 27	FDI	Chapter 3	Discuss: Competing in the Chinese Automobile Industry case
Jan 31			Close: Quiz over Chapter 3

GEB 3373
International Business
Spring 2011

Date	Topic	Textbook Reading	Case/Video/Quiz Activity	

Feb 1 M**IDTERM EXAM I** covering chapters 1-3, preface, 2009 & 2010 update. 8:00 p.m. – 10:00 p.m.

Date	Topic	Textbook Reading	Case/Video/Quiz Activity	

Feb 2			Open: China's Convenience Store War video Open: Quiz over Chapter 4

Feb 3	Culture	Chapter 4	

Feb 8	Culture	Chapter 4	

Feb 9			Close: China's Convenience Store War video

Feb 10	Culture	Chapter 4	Discuss: China's Convenience Store War video Open: Tips about Corruption case Close: Quiz over Chapter 4

Feb 15	Politics, Law & Economics	Chapter 5	Open: Russia: Rebuilding a Nation video Open: Quiz over Chapter 5

Feb 17	Politics, Law & Economics	Chapter 5	

Feb 21			Close: Tips about Corruption case Close: Quiz over Chapter 5

Feb 22	Global/Regional Integration	Chapter 6	Discuss: Tips about Corruption case Open: Mexico's NAFTA Problem video Open: Quiz over Chapter 6 Open: The Chinese Menu (for Development) case

Feb 23			Close: Russia: Rebuilding a Nation video

Feb 24	Global/Regional Integration	Chapter 6	Discuss: Russia: Rebuilding a Nation video Open: AGRANA case

Feb 28			Close: The Chinese Menu (for Development) case

Mar 1	Future of EU/euro		Discuss: The Chinese Menu (for Development) case

Mar 2			Close: Mexico's NAFTA Problem video Close: AGRANA case

Mar 3	Future of NAFTA		Discuss: Mexico's NAFTA Problem video Discuss: AGRANA case Close: Quiz over Chapter 6

Mar 15 M**IDTERM EXAM II** covering chapters 4-6. 8:00 p.m. – 10:00 p.m.

Mar 16			Open: Quiz over Chapter 7

GEB 3373
International Business
Spring 2011

Date	Topic	Textbook Reading	Case/Video/Quiz Activity	.
Mar 17	Foreign Exchange	Chapter 7	Open: Addicted to Cheap Shopping video Open: FX Quiz	
Mar 22	Foreign Exchange	Chapter 7		
Mar 23			Close: Addicted to Cheap Shopping video Close: Quiz over Chapter 7	
Mar 24	Foreign Exchange	Chapter 7, Parity Conditions	Discuss: Addicted to Cheap Shopping video Open: Dentek's UK Business Decision case Open: Turkey's Tigers video Open: Quiz over Chapter 8	
Mar 29	Entering Foreign Mkts.	Chapter 8	Close: FX Quiz	
Mar 30			Close: Dentek's UK Business Decision case Close: Turkey's Tigers video	
Mar 31	Entering Foreign Mkts.	Chapter 8, Country Selection	Discuss: Dentek's UK Business Decision case Discuss: Turkey's Tigers video	
Apr 5	No class		Close: Quiz over Chapter 8	
Apr 6	MIDTERM EXAM III **covering chapters 7 and 8. 8:00 p.m. – 10:00 p.m.**			
Apr 7	Alliances & Acquisitions	Chapter 9	Open: Fair Trade, Fair Profit video Open: Quiz over Chapter 9 Open: The LG-Nortel Joint Venture case	
Apr 12	Alliances & Acquisitions	Chapter 9	Open: Shakira: The Dilemma of Going Global case Close: Quiz over Chapter 9	
Apr 13			Close: The LG-Nortel Joint Venture case Open: Quiz over Chapter 10	
Apr 14	Corp. Social Responsibility	Chapter 10	Discuss: The LG-Nortel Joint Venture case	
Apr 18			Close: Shakira: The Dilemma of Going Global case Close: Fair Trade, Fair Profit video	
Apr 19	Corp. Social Responsibility	Chapter 10	Discuss: Shakira: The Dilemma of Going Global case Discuss: Fair Trade, Fair Profit video Close: Quiz over Chapter 10	

Apr 28 **FINAL EXAM, covering mainly chapters 9 and 10 but all material is fair game.   8:00 p.m. – 10:00 p.m.**

Form UCC1
Florida Department of Education
Statewide Course Numbering System

NEW COURSE TRANSMITTAL FORM
(explanations on next page)

PART 1: TO BE COMPLETED BY THE INSTITUTION

Institution Name: University of Florida	Institutional Code: 001535	Instructional Unit or Department Name, Department Code: Marketing - 1708

Recommended SCNS Course Identification:

Discipline (SMA) <u>1</u> <u>4</u> <u>0</u>   Prefix <u>M</u> <u>A</u> <u>R</u> ____   Level <u>6</u>   Course Number ____ ____ ____   Lab Code _____

Institution's Course Title: Web-Based Marketing

Effective Term and year course will first be offered: Spring 2012

Amount of Credit: 2

Contact hour base <u>x</u>_____   or   Headcount _____

Course Description (attach a course syllabus):

This course provides students with an understanding of the current online marketing environment and a survey of the strategy and tactics of web-based marketing. The course is designed for students who either pursue a career in online business or have general interest in the current marketing environment. The course consists of the lecture and various assignments that provide opportunities for hands-on experience in web-based marketing.

If Repeatable Credit or Variable Credit:
_____ total repeatable credit allowed
_____ minimum / _____ maximum
credit within a semester

Mark all that apply:
Rotating Topic	☐ yes	☑ no
S/U Only	☐ yes	☑ no
Repeatable for Credit	☐ yes	☑ no

Prerequisites: (This form does not update ISIS or registration prerequisite checking.)

Masters students in Warrington College of Business Administration; Designed for MBA students.

Corequisites:

All faculty teaching this course have completed at least 18 graduate semester hours in the teaching discipline and hold at least a master's degree.   ☑ Yes ☐ No

Degree Type (Mark all that apply.):
☐ Associate of Arts   ☐ Baccalaureate   ☑ Graduate Study   ☐ Other (specify):

Category of Instruction: ☐ Introductory   ☐ Intermediate   ☑ Advanced

Department Contact, Telephone Number, Email Address and PO Box: (Date)

Julia Smith; julia.smith@warrington.ufl.edu   352-273-3269; PO Box 117155

College Contact, Telephone Number, Email Address and PO Box: (Date)

Renee Mathis; renee.mathis@warrington.ufl.edu   352-273-3217; PO Box 117150

PART 2: TO BE COMPLETED BY THE FACULTY DISCIPLINE COMMITTEE REPRESENTATIVE

Approved Course Classification (Prefix, Number, Lab Code):

If not the same as recommended by institution, please explain:

SCNS Course Title (if new): _____

Decade Title (if new): _____

Century Title (if new): _____

Signature, Faculty Discipline Committee Representative: _____   Date: _____

Rev. 6/08

NEW COURSE UCC-1 FORM   INSTRUCTIONS FOR COMPLETION OF PART 1

The New Course Transmittal form is used for transmitting new course information to the Statewide Course Numbering System (SCNS):

1. Institutional **RECOMMENDATIONS** regarding prefixes and course numbers for new courses.
2. Additional course information to be recorded in the SCNS inventory.
3. Supporting documentation for use by the faculty discipline coordinator in reviewing and assigning a prefix and course number.

All information requested on this form is necessary for the efficient and timely maintenance of the SCNS inventory. Thus, all items on Part I must be completed and the course syllabus attached before it is forwarded to the Florida Department of Education (DOE).

The following instructions and definitions are provided to clarify items to be completed on the New Course Transmittal form.

Department Name/Department Code: Academic unit and code number of department code responsible for teaching the course. Use complete name, not abbreviations or acronyms.

Recommended SCNS Course Identification: (Subject to approval by the appropriate Faculty Discipline Coordinator based on SCNS taxonomy and course classification system.)
   Discipline (SMA): A three-digit code representing a broad Subject Matter Area. This code can be obtained from the SCNS handbook.
   Prefix: A three-letter code indicating placement of a course within the discipline.
   Level: A one-digit code preceding the course number that indicates the level (e.g., freshman, sophomore, etc.) at which the course is to be taught. This number is to be recommended by the institution according to state and institutional policy.
   Course Number: A three-digit code indicating the specific content of the course based on the SCNS taxonomy and course equivalency profiles.
   Lab Code: This code is left blank if the course is a lecture course (has no laboratory component). The letter "C" may be used to indicate a combination of lecture and laboratory. An "L" indicates a laboratory course for which there may or may not be an associated lecture course.
   Institution's Course Title: The title of the course as it is to appear in the catalog.

Effective Date: Provide term and year in which the course will be first offered.

Number of Credits: The amount of credit is regulated by Rule 6A-10.033, FAC.

Contact Hours: "Base" contact hours are determined by dividing the total number of classroom meeting hours per semester by the number of weeks in the semester. For example,

$$\frac{8 \text{ (hours class meets per week) x 4 (number of weeks class meets)}}{16 \text{ (number of weeks in semester)}} = \frac{32}{16} = 2 \text{ Base Contact Hours}$$

"Headcount" contact hours are determined by dividing the average number of hours the instructor meets with one student during the semester by 3 times the number of weeks in the semester. For example,

$$\frac{1 \text{ (average number hours per student) x 16 (number weeks in semester)}}{3 \text{ x 16 (number of weeks in semester)}} = \frac{16}{48} = .33 \text{ Headcount Contact Hours}$$

Course Description: Provide a brief narrative description of the course content. Attach a course syllabus and outline of major topics, readings and grading criteria.

Mark All That Apply: Mark 'yes' or 'no' if a course is to be rotating topic, S/U grading only or is repeatable for credit.

Prerequisites: Indicate prefix and number or content of courses and other requirements that must be satisfied prior to enrollment in this course.

Corequisites: Indicate prefix and number or content of courses and other requirements that must be taken concurrently with this course.

Faculty Credentials: Indicate yes or no if the faculty teaching this course have completed at least 18 graduate semester hours in the teaching discipline and hold at least a master's degree.

Degree Type: Check all appropriate categories. For category of "Other," describe the intended registrants, e.g., law enforcement officers, registered nurses, retail merchants, etc.

Category of Instruction: Introductory courses are those that require no prerequisites and are general in nature. Intermediate courses require some prior preparation in a related area. Advanced courses require specific competencies or knowledge relevant to the topic prior to enrollment.

Department Contact and Telephone Number: Name, phone and PO Box number.

College Contact and Telephone Number: Name, phone and PO Box number.

Approvals:
Submit the completed form using the online tracking system at approval.ufl.edu. Appropriate approvals and notifications will be made through the online tracking system.

   Department Chair
   College Dean: Approval of the college-level curriculum committee or, if no such committee exists, approval of the college.
   Graduate Dean: **All** graduate level courses must be approved by the Graduate Curriculum Committee.

Do Not Complete Part II.

Should you have questions concerning the completion of this form, please call the Office of the University Registrar at 352-392-1374, ext. 7237. Call the Graduate School at 352-392-1282 for questions concerning graduate courses. Questions concerning the online system should be emailed to approval@ufl.edu.

University of Florida
MAR####: Web-based Marketing

Instructor: Woochoel Shin
                            (woochoel.shin@warrington.ufl.edu; 352-273-3279)
Office Hours: TBD / Bryan 300D
Class Meetings: TBD / TBD

Course Description:

In today's world, you cannot imagine running a business without going online. Consumers spend significant portion of their time online and when buying a product, either collect information from the web or actually make a purchase on the web. To many companies, the web has already become a crucial part of their marketing strategy. However, the challenge is that the online environment is constantly changing. As much as we observe new developments on the web, we observe many things become obsolete. As such, many businesses are now trying to keep up and make a strategic use of the new environment. As a result, they value employees with a good understanding of this new marketing environment. This course is primarily designed to provide students with such knowledge.

This course, however, does not cover every aspect of web-based marketing. Instead of repeating what we have seen from a decade ago, we will focus on topics that are most relevant in today's world. Among them, we investigate the issues on pricing on the web, new trends in retailing, and online marketing communication.

Toward this goal, the course focuses on two themes. First, the course provides students with a thorough review of the current online marketing environment and an extensive survey of the current web-based marketing strategies and tactics. This theme will help students better understand the role of the online marketing in the big picture of the marketing strategy, and to identify new opportunities for firms to better promote their products and services in the online setting. This will be fulfilled primarily in class, by lectures and case studies.

Second, the course provides students with a working knowledge of the online marketplace through a hands-on experience of promoting a real-world product/service in collaboration with local businesses. For this purpose, students will be required to complete a group project consisting of two parts: 1) devising a web-based marketing strategy, and 2) implementing an actual search advertising campaign in *Google Online Marketing Challenge* 2011. For both parts, students are required to work with a local business of their choice. This experience by itself will be full of fun but students can also learn a lot of valuable lessons from working on a real business problem.

In progressing on various online marketing topics, we will use concepts and techniques from different disciplines such as psychology, economics, and statistics. Students are not required to gain a deep understanding on all of these areas. Rather, the intention is to let students appreciate how the knowledge from various disciplines can be integrated in solving the practical problems of online marketing. In sum, the course will be fun and helpful to those pursuing a career in online marketing, marketing communication, web analytics, or general online/offline business.

Learning Objectives:

The objective of this course is to introduce current practices of online marketing and familiarize students with the principles behind them. One step further, this course will provide opportunities to apply students' understanding to the real-world online marketing campaign.

By the end of the course, students will be able to
* Understand the online marketing in the overall marketing strategy perspective
* Develop an effective marketing message from an analysis of the target market
* Develop a critical understanding of new media marketing
* Explain various kinds of online marketing practices
* Design and carry out an effective web-based marketing strategy
* Evaluate online marketing strategies in the real world

Course Materials:
* **Course packet**
* **Google Adwords Help Pages**

There is no required textbook. Instead, the course packet is required. The course packet contains motivating articles, excerpts from some textbooks, academic research papers, and business cases. It is highly recommended for students to do the assigned reading before coming to each class. The course packet will be available to buy at Target Copy. Additional materials (such as course slides) will be posted in Sakai.

For the Google competition, students are also expected to make themselves familiar with Google Adwords help materials that can be found in Google web sites. The detailed list of documents to read will be posted in Sakai or distributed in class.

Classes

You will experience several different pedagogical tools that help you understand online marketing principles and apply them to real marketing problems: lectures, case discussions, bulletin board discussions, data analysis, group projects, and quiz.

Lectures: In lectures, we will cover general principles together with some simple cases from the real world. The topics of the lectures are presented at the end of this syllabus. It is important for you to do the assigned readings for the class in advance, since lectures and discussions during the session will build on the assigned readings.

Case Discussions: In this course, you can learn as much as you think about the real-world problems. For this reason, we will discuss a few cases during the term. This may be an HBS case provided in the course packet, or a video case from some other sources. You can find the assigned case for each class in the detailed course schedule. For every assigned case, you need to be prepared to discuss in class. To facilitate the discussion, I will provide a few discussion questions in advance. Participation score will be determined by both quantity and quality of your discussion.

Bulletin Board Discussion: While in class we discuss general principles, students can also learn from each other on specific cases or deeper analyses of cases, by having bulletin board discussion in Sakai. The participation is voluntary but will be counted towards the participation score of the final grade. You can introduce new changes to the online marketing environment, analyze the strategy/tactics of a firm, or ask a question on any issue relevant to the course that could motivate a further discussion. All postings should be your own writing, although the link to others' work (e.g., newspaper articles, white paper, etc.) with your own comment is allowed. Again, quality matters more than quantity but a minimum of one posting is required every week. In evaluating the participation, good motivating questions will be counted more than other types of postings.

Data Analysis: You will have a chance to apply your understanding of the first part of the course in this assignment. In particular, you will analyze data using the method presented in the lecture and accordingly devise the marketing strategy. This will be your hands-on experience in developing effective marketing messages from analyzing the market data. This is a group assignment.

Google Online Marketing Challenge: In order to give you a hands-on experience in online marketing, we will participate in Google's international competition: Google Online Marketing Challenge 2011. In this assignment, you will find a local business that you think will be interested in search engine marketing and work with them to design, develop, and carry out an effective search engine marketing strategy. You are required (by Google) to submit a Pre-Campaign Strategy and a Final Campaign Report. Your grade will be based upon these two reports and the final in-class presentation. Further details will be discussed in class. This is a group assignment and also the first part of the final project.

Web-Based Marketing Strategy: This is the second part of the final project, which is intended to evaluate your understanding of the whole course. For the same client that you worked for in Google Online Marketing Challenge 2011, you will develop a real web-based marketing strategy. The assignment will include four different components: situation analysis, overall marketing strategy, web-based marketing strategy development, and action plans. Further details will be discussed in class. This is a group assignment and also the second part of the final project.

Short Quiz: There will be no exam for this course. Instead, there will be one short quiz to enhance your understanding of the basic concepts and principles. The quiz will consist of multiple-choice questions only. The date is designated at the detailed course schedule at the end of the syllabus. No make-up quiz will be given without prior notice or without medical/emergency documentation.

Requirements and Grading:

Your final grade will be determined on the following basis:

Grading Element	Weight
Participation (Individual)	20
Quiz (Individual)	20
Data Analysis (Group)	20
Google Online Marketing Challenge (Group)	20
Web-Based Marketing Strategy (Group)	20

The point grade will be converted into the letter grade based on the following table:

> 95	> 90	> 87	> 83	> 80	> 77	> 73	> 70	> 67	> 63	> 60	< 60
A	A-	B+	B	B-	C+	C	C-	D+	D	D-	E

Important Course Policies:

Attendance and Participation: You will be expected to come to class prepared to participate in class discussion. Because participation will be an important part of the learning process, **attendance is mandatory**. I will take attendance randomly several times during the term and use this to form part of your grade. As a guideline, any single unexcused absence could lower your grade by one letter.

Submission of Assignment: All assignments should be submitted through Sakai. Any submission past due without prior notice will NEVER be graded.

Group Formation: Significant portion of your final grade is determined by group assignments. Thus I will let you form your own team of 3-4 members. The formation should be reported by the end of the second session of the class.

Group Assignment Evaluation: In determining the grades for group assignment, your input will be used. First, at the final presentation, you will be asked to evaluate other team's performance. If two-thirds of the class agrees on either good or bad, the team will get additional positive or negative point. Also, to promote active participation in the group assignments, you will be asked to name up to N-2 members of your team who contributed most. This information will be used to determine personal variations in team grades.

Students with Disabilities: Students requesting classroom accommodation must first register with the Dean of Student Office. The Dean of Student Office will provide accommodation to the student who must then provide this documentation to the Instructor when requesting accommodation. For further information, visit http://www.dso.ufl.edu/drc/.

Academic Integrity: You are expected to adhere to the University of Florida Honor Code. Plagiarism, cheating, prohibited collaboration or consultation, as well as other violation of the university Honor Code will NOT be tolerated. Any violation will be handled according to the UF Honor Code Procedures. For further information, visit http://www.dso.ufl.edu/sccr/honorcode.php.

Course Conduct: Late arrivals are disruptive to the class. You are expected to come to class on time. If you are late by more than 10 minutes, you will be marked absent. When getting to class, you are also required to turn off all electronic devices, including your laptop, cell phone, and iPods.

Course Schedule
The course is divided into five large segments:
1. Strategic Marketing ("Building Blocks")
2. Pricing on the Web
3. Online Retailing
4. Online Marketing Communications
5. Integration: Final Project

Date	Topic	Assignment
Session 1	Introduction / Google Competition	• Read: Marketing and Advertising Using Google
Building Blocks		
Session 2	Marketing Strategy in a Different Perspective	• Read: course pack articles
Session 3	Mining Marketing Messages from Data	• Read: course pack articles
Pricing on the Web		
Session 4	Principles of Pricing	• Pre-Campaign report • Campaign launch
Session 5	Pricing on the Web	• Data analysis assignment • Read: course pack articles
Online Retailing		
Session 6	Principles of Retailing	• Read: course pack articles
Session 7	Online Retailing	• Read: course pack articles
Online Marketing Communications		
Session 8	Search Engine Marketing	• Case: Google Inc.
Session 9	Strategic Paid Search	• Read: course pack articles
Session 10	Consumer Interactions in Social Media	• Case: Facebook's platform
Session 11	Strategic Social Media Campaign	• Case: Hubspot
Session 12	Ethical Issues – Privacy and Click Fraud	• Read: course pack articles
Integration: Course Summary		
Session 13	Final Presentation	• Due: Presentation slides
Session 14	Final Presentation	• Due: Final report

Graduate Programs in Business   **212 Bryan Hall**
Warrington College of Business Administration   PO Box 117155
Department of Marketing   Gainesville, FL 32611-7155
                                                                     352-273-3280
                                                                     352-846-0457 Fax

MEMORANDUM

FROM: Joe Alba
TOPIC: New Course Justification

1) How often do you anticipate the course will be taught?

    It will be in the regular rotation of the P1MBA program

2) What is the target group (i.e. all grad students, specific program, etc)?

    The target group, more generally, consists of working-professional students.

3) Why is this course needed?

    There is no other course like this in our curriculum. The topic is a very active area of
    research and is the most rapidly developing managerial issue in the external promotional
    world.

4) If a course is intended for a particular group of students only, please add that information to
    the "Prerequisite" box on the form.

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Graduate Programs in Business
Warrington College of Business Administration
Department of Marketing

212 Bryan Hall
PO Box 117155
Gainesville, FL 32611-7155
352-273-3280
352-846-0457 Fax

November 15, 2010

Warrington College of Business
University of Florida
CAMPUS

To whom it may concern:

The faculty of the Department of Marketing voted unanimously to approve the course entitled "Web-Based Marketing" at the masters level. It will be a 2-credit course and is intended for students in our working-professional programs. Please do not hesitate to contact me if you have any questions or concerns.

Respectfully,

Joseph W. Alba
Distinguished Professor of Marketing
Chair, Department of Marketing