INSTRUCTOR AND CONTACT INFORMATION

Instructor: Mary Hanik
Class location: Founders Hall 313
Phone: 254-383-8785 (cell) (Canvas messenger is the best way to reach me)
Email: mary.hanik@tamuct.edu

Mode of instruction and course access:

There are prerequisites to this course such as familiarity with the use of PowerPoint, Microsoft Word, the Internet, and attaching documents. You will access all course materials (except textbook), assignments, student-instructor and student-student communication, activities, quizzes, and resource links via the Course website.

WARRIOR SHIELD

Emergency Warning System for Texas A&M University-Central Texas

Warrior Shield is an emergency notification service that gives Texas A&M University-Central Texas the ability to communicate health and safety emergency information quickly via email, text message, and social media. All students are automatically enrolled in Warrior Shield through their myCT email account.

Connect to Warrior Shield by 911Cellular [https://portal.publicsafetycloud.net/Account/Login] to change where you receive your alerts or to opt out. By staying enrolled in Warrior Shield, university officials can quickly pass on safety-related information, regardless of your location.

COVID-19 SAFETY MEASURES

To promote public safety and protect students, faculty, and staff during the coronavirus pandemic, Texas A&M University-Central Texas has adopted policies and practices to minimize virus transmission. All members of the university community are expected to adhere to these measures to ensure their own safety and the safety of others. Students must observe the following practices while participating in face-to-face courses, course-related activities (office hours, help sessions, transitioning to and between classes, study spaces, academic services, etc.) and co-curricular programs:

Self-monitoring—Students should follow CDC recommendations for self-monitoring. Students who have a fever or exhibit symptoms of COVID-19 should participate in class remotely and should not participate in face-to-face instruction. Students required to quarantine must participate in courses and course-related activities remotely and must not attend face-to-face course activities. Students should notify their instructors of the quarantine requirement. Students under quarantine are expected to participate in courses and complete graded work unless they have symptoms that are too severe to participate in course activities.

Face Coverings — Face coverings must be worn inside of buildings and within 50 feet of building
entrances on the A&M-Central Texas Campus. This includes lobbies, restrooms, hallways, elevators, classrooms, laboratories, conference rooms, break rooms, non-private office spaces, and other shared spaces. Face coverings are also required in outdoor spaces where physical distancing is not maintained. The university will evaluate exceptions to this requirement on a case by case basis. Students can request an exception through the Office of Access and Inclusion in Student Affairs.

If a student refuses to wear a face covering, the instructor should ask the student to leave and join the class remotely. If the student does not leave the class, the faculty member should report that student to the Office of Student Conduct. Additionally, the faculty member may choose to teach that day’s class remotely for all students.

Physical Distancing—Physical distancing must be maintained between students, instructors, and others in the course and course-related activities.

Classroom Ingress/Egress—Students must follow marked pathways for entering and exiting classrooms and other teaching spaces. Leave classrooms promptly after course activities have concluded. Do not congregate in hallways and maintain 6-foot physical distancing when waiting to enter classrooms and other instructional spaces.

The university will notify students in the event that the COVID-19 situation necessitates changes to the course schedule or modality.

COURSE INFORMATION

Course Overview and description: Organizational Behavior is a field of study that investigates the impact that individuals, groups and structure have on behavior within organizations, for the purpose of applying such knowledge toward improving an organization’s effectiveness.

Course Objective: Students completing this course will be able to understand the importance of taking a systematic approach to the study of individual and group behavior in organizational settings. They shall analyze, synthesize, comprehend, and explain all components of the OB model and its relationship to the successful operation of modern organizations. An extensive study of the principles of psychology, sociology, and social psychology will allow students to be more effective members of organizations to which they might belong now or in the future. At the close of the semester, students will be able to:

- Identify the factors that impact individual and group behavior in organizations and how organizations manage their environments.
- Analyze, describe, and manage attitudes and behavior in organizations.
- Improve and change individual, group, and organizational behavior to attain individual, group, and organizational goals.
- Analyze organizational behavior at three levels: the individual, the group, and the organization as a whole.
- Use the tools of organizational behavior to increase individual, team, and organizational effectiveness.
- Present concepts and ideas through effective writing (via the memo assignments) wherein class concepts and theories are applied to modern business situations.
Student Learning Outcomes:
Analyze behavior of people at work in all types of organizations. Learn fundamentals of organizational behavior, values, ethics, motivation, group dynamics, individual differences, attitudes, decision-making, conflict, power, change, stress, leadership, rewarding behavior, communication, and organizational structure.

This is a “Writing Intensive (WI) Course.” The purpose of this designation is to develop communication skills needed by those preparing to enter the business world, as well as those who are already part of that world. A portion of the course will focus on continuous improvement in written correspondence. The students will be provided ongoing feedback of the writing skills, throughout the semester.

Prerequisite(s): MGMT 3301 and BUSI 3301.

Upon completion of this course, the students should be able to:

1. Explain what is marketing, the significance of marketing, and the history and evolution of marketing.
   ● (Week 1 & 2; assessed by tests, and topical discussions)
2. Apply fundamental marketing terms, concepts, principles, and theories and their effective applications to real-world situations in the global market.
   ● (Week 3, 6, 11, 14, 15, assessed by topical discussions)
3. Identify and evaluate the advantages, disadvantages, opportunities, and tradeoffs involved in different marketing strategies and choices.
   ● (Week 2, 3, 5, 9, 10, 12, 13, assessed by topical discussions)
4. Identify the key elements used in developing marketing strategies.
   ● (Week 1, 2, 5, 6, 9, 10 assessed by topical discussions and tests)
5. Explain the processes for researching, analyzing, segmenting, and targeting customers in both consumer and business markets.
   ● (Week 9,10; assessed by topical discussions)
6. Explain the process of product development for both goods and services, brand positioning, and brand management.
   ● (Week 11, 12, 13 assessed by and topical discussions)
7. Explain the role of pricing in the firm’s decision-making process and common pricing practices.
   ● (Week 14, 15 assessed by tests)
8. Identify common models of distribution and retailing.
   ● (Week 11; assessed by tests)
9. Describe different promotional tactics, including both traditional and emerging media for promotion.
   ● (Week 3 assessed by topical discussions)

This course also reinforces many of the core educational values of the TAMUCT College of Business, including:

- Developing critical thinking/problem solving skills.
- Improving communication skills.
- Building business professionalism.

Required Reading and Textbook(s):

Required Reading and Textbook(s): Angelo Kinicki & Mel Fugate (2018)
COURSE REQUIREMENTS
Course Requirements: (include point values for each- not just a percentage)

Quiz 1 23 points (23%)
Quiz 2 23 points (23%)

There will be a midterm quiz, covering the topics discussed in the first half of the class; and a final quiz that will cover the topics discussed in the second half of the class (so the second quiz will not have any information on it from the first half of the class). These quizzes (obviously) will be open book, but timed (so students will still need to have a high level of knowledge of the material, going into the quiz). See the intro video, and quiz assignment info sheet in Canvas for further information.

(Memo) Case Analysis (45%)

A series of cases will be presented to the class. Students are expected to analyze each case, via a 2-page memo. There will be 5 memos, each worth 9 points (45%). The first and last memo will be evaluated by the instructor. Memos 2, 3, and 4 will be evaluated by the student’s peers, via ‘memo assessment’ (see below). For the 5th memo, the students will pick any of the first 4 memos, and turn in that memo, with changes. As such, there will be no new topic for the 5th memo.

BECAUSE OTHER STUDENTS ARE GRADING MEMOS, NO LATE MEMOS WILL BE ACCEPTED.

Memo grading assessment (9%)

As stated above, 3 of the memos will be evaluated by others in the class. Each memo grading is worth 3 points (3%). Students are expected to follow the same grading matrix as the instructor (the matrix will be provided, and as all first memos will be graded by the instructor, the students will have an example as to what is expected in the grading). The quality (and timeliness) will account for 9% of the student’s grade for the class.

Memo grading criteria

The memos will be graded on 1) Structure, to include Mechanics (e.g., clarity), Grammar (e.g., word choice), and Punctuation (e.g., proper usage); and 2) Content, which consists of argument (e.g., strength of argument). See memo reminders document (found in the memo info tab of module 1) for the grading matrix.
Class Grading Criteria

**Grade Computation:** Students earn their course grades by completing scheduled assignments. To pass this course satisfactorily, students must complete each of the graded items listed. Failure to complete appropriate assignments may result in a failing grade. Refusal to complete assigned work will result in a failing grade.

<table>
<thead>
<tr>
<th>Assessment</th>
<th>Points/Percent</th>
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<tbody>
<tr>
<td>Quiz 1</td>
<td>23</td>
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<tr>
<td>Quiz 2</td>
<td>23</td>
</tr>
<tr>
<td>(Memo) Case analysis</td>
<td>45</td>
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<tr>
<td>Memo grading assessment</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>100</strong></td>
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**COURSE OUTLINE AND CALENDAR**

**COURSE OUTLINE AND ASSIGNMENTS**

<table>
<thead>
<tr>
<th>Week of WK</th>
<th>Chapter</th>
<th>Additional Info</th>
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<tbody>
<tr>
<td>23-Aug</td>
<td>Ch 1</td>
<td>Syllabus overview, see Canvas for additional reading material</td>
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<tr>
<td>30-Aug</td>
<td>Ch 2</td>
<td>see Canvas for additional reading material</td>
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<tr>
<td>6-Sept</td>
<td>Ch 3</td>
<td>Memo 1 Due- Sept 6</td>
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<td></td>
<td></td>
<td>see Canvas for additional reading material</td>
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<tr>
<td>13-Sept</td>
<td>Ch 4</td>
<td>see Canvas for additional reading material</td>
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<tr>
<td>20-Sept</td>
<td>Ch 5</td>
<td>Topical Discussion 1, see Canvas for additional reading material</td>
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<tr>
<td>27-Sept</td>
<td>Ch 6</td>
<td>see Canvas for additional reading material</td>
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<tr>
<td>4-Oct</td>
<td>Ch 7</td>
<td>see Canvas for additional reading material</td>
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<tr>
<td></td>
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<td>Memo 2 due Oct. 5, 11:59pm</td>
</tr>
<tr>
<td>11-Oct</td>
<td>Ch 8</td>
<td>Quiz 1...see Canvas for additional reading material</td>
</tr>
<tr>
<td></td>
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<td>Quiz 1 will be open from October 16, 12:01am until</td>
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<tr>
<td></td>
<td></td>
<td>October 18, 11:59pm</td>
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<tr>
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<td>Section</td>
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<tr>
<td>18-Oct</td>
<td>9</td>
<td>Ch 9</td>
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<tr>
<td>25-Oct</td>
<td>10</td>
<td>Ch 10</td>
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<td>1-Nov</td>
<td>11</td>
<td>Ch 11</td>
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<td>8-Nov</td>
<td>12</td>
<td>Ch 12</td>
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<tr>
<td>15-Nov</td>
<td>13</td>
<td>Ch 13</td>
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<td>22-Nov</td>
<td>14</td>
<td>Ch 14</td>
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<tr>
<td>29-Nov</td>
<td>15</td>
<td>Ch 15</td>
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<tr>
<td>6-Dec</td>
<td>16</td>
<td>Ch 16</td>
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Memo #3 will be due October 18 with the peer review due October 20.

Memo #4 is due November 15 with the peer review due November 19.

Veterans Day November 11 (Campus is closed)

Thanksgiving holidays are November 26-27 (Campus is closed)

** The syllabus is tentative, the instructor reserves the right to make any changes throughout the semester**

**TECHNOLOGY REQUIREMENTS AND SUPPORT**

**Technology Requirements**
This course will use the A&M-Central Texas Instructure Canvas learning management system. We strongly recommend the latest versions of Chrome or Firefox browsers. Canvas no longer supports any version of Internet Explorer.

Logon to A&M-Central Texas Canvas [https://tamuct.instructure.com/] or access Canvas through the TAMUCT Online link in myCT [https://tamuct.onecampus.com/]. You will log in through our Microsoft portal.

Username: Your MyCT email address. Password: Your MyCT password

**Canvas Support**
Use the Canvas Help link, located at the bottom of the left-hand menu, for issues with Canvas. You can select “Chat with Canvas Support,” submit a support request through “Report a Problem,” or call the Canvas support line: 1-844-757-0953.

For issues related to course content and requirements, contact your instructor.
OTHER TECHNOLOGY SUPPORT
For log-in problems, students should contact Help Desk Central
24 hours a day, 7 days a week
Email: helpdesk@tamu.edu
Phone: (254) 519-5466
Web Chat: [http://hdc.tamu.edu]
Please let the support technician know you are an A&M-Central Texas student.

UNIVERSITY RESOURCES, PROCEDURES, AND GUIDELINES

DROP POLICY
If you discover that you need to drop this class, you must complete a Drop Request Form
[https://www.tamuct.edu/registrar/docs/Drop_Request_Form.pdf].

Professors cannot drop students; this is always the responsibility of the student. The Registrar’s Office will provide a deadline on the Academic Calendar for which the form must be completed, signed and returned. Once you return the signed form to the Registrar’s Office, you must go into Warrior Web and confirm that you are no longer enrolled. If you still show as enrolled, FOLLOW-UP with the Registrar’s Office immediately. You are to attend class until the procedure is complete to avoid penalty for absence. Should you miss the drop deadline or fail to follow the procedure, you will receive an F in the course, which may affect your financial aid and/or VA educational benefits.

ACADEMIC INTEGRITY
Texas A&M University-Central Texas values the integrity of the academic enterprise and strives for the highest standards of academic conduct. A&M-Central Texas expects its students, faculty, and staff to support the adherence to high standards of personal and scholarly conduct to preserve the honor and integrity of the creative community. Academic integrity is defined as a commitment to honesty, trust, fairness, respect, and responsibility. Any deviation by students from this expectation may result in a failing grade for the assignment and potentially a failing grade for the course. Academic misconduct is any act that improperly affects a true and honest evaluation of a student’s academic performance and includes, but is not limited to, working with others in an unauthorized manner, cheating on an examination or other academic work, plagiarism and improper citation of sources, using another student’s work, collusion, and the abuse of resource materials. All academic misconduct concerns will be referred to the university’s Office of Student Conduct. Ignorance of the university’s standards and expectations is never an excuse to act with a lack of integrity. When in doubt on collaboration, citation, or any issue, please contact your instructor before taking a course of action.

For more information regarding the Student Conduct process, [https://www.tamuct.edu/student-affairs/student-conduct.html].
If you know of potential honor violations by other students, you may submit a report, [https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout_id=0].

ACADEMIC ACCOMMODATIONS
At Texas A&M University-Central Texas, we value an inclusive learning environment where
every student has an equal chance to succeed and has the right to a barrier-free education. The Office of Access and Inclusion is responsible for ensuring that students with a disability receive equal access to the university’s programs, services and activities. If you believe you have a disability requiring reasonable accommodations please contact the Office of Access and Inclusion, WH-212; or call (254) 501-5836. Any information you provide is private and confidential and will be treated as such.

For more information please visit our Access & Inclusion Canvas page (log-in required) [https://tamuct.instructure.com/courses/717]

**Important information for Pregnant and/or Parenting Students**
Texas A&M University-Central Texas supports students who are pregnant and/or parenting. In accordance with requirements of Title IX and related guidance from US Department of Education’s Office of Civil Rights, the Dean of Student Affairs’ Office can assist students who are pregnant and/or parenting in seeking accommodations related to pregnancy and/or parenting. Students should seek out assistance as early in the pregnancy as possible. For more information, please visit Student Affairs [https://www.tamuct.edu/student-affairs/index.html]. Students may also contact the institution’s Title IX Coordinator. If you would like to read more about these requirements and guidelines online, please visit the website [http://www2.ed.gov/about/offices/list/ocr/docs/pregnancy.pdf].

Title IX of the Education Amendments Act of 1972 prohibits discrimination on the basis of sex and gender—including pregnancy, parenting, and all related conditions. A&M-Central Texas is able to provide flexible and individualized reasonable accommodation to pregnant and parenting students. All pregnant and parenting students should contact the Associate Dean in the Division of Student Affairs at (254) 501-5909 to seek out assistance. Students may also contact the University’s Title IX Coordinator.

**Tutoring**
Tutoring is available to all A&M-Central Texas students, both on-campus and online. Subjects tutored on campus include Accounting, Advanced Math, Biology, Finance, Statistics, Mathematics, and Study Skills. Tutors are available at the Tutoring Center in Warrior Hall, Suite 111. Tutor.com tutoring will not offer writing support beginning August 1, 2019, but will continue to offer other tutoring support.

If you have a question regarding tutor schedules, need to schedule a tutoring session, are interested in becoming a tutor, or have any other question, contact Academic Support Programs at (254) 501-5836, visit the Office of Student Success at 212F Warrior Hall, or by emailing studentsuccess@tamuct.edu.

Chat live with a tutor 24/7 for almost any subject from on your computer! Tutor.com is an online tutoring platform that enables A&M-Central Texas students to log in and receive online tutoring support at no additional cost. This tool provides tutoring in over 40 subject areas. Access Tutor.com through Canvas.

**University Writing Center**
Located in Warrior Hall 416, the University Writing Center (UWC) at Texas A&M University–Central Texas (TAMUCT) is a free workspace open to all TAMUCT students from 10:00 a.m.-5:00
p.m. Monday thru Thursday with satellite hours in the University Library Monday thru Thursday from 6:00-9:00 p.m. This semester, the UWC is also offering online only hours from 12:00-3:00 p.m. on Saturdays.

Tutors are prepared to help writers of all levels and abilities at any stage of the writing process. While tutors will not write, edit, or grade papers, they will assist students in developing more effective composing practices. By providing a practice audience for students’ ideas and writing, our tutors highlight the ways in which they read and interpret students’ texts, offering guidance and support throughout the various stages of the writing process. In addition, students may work independently in the UWC by checking out a laptop that runs the Microsoft Office suite and connects to WIFI, or by consulting our resources on writing, including all of the relevant style guides. Whether you need help brainstorming ideas, organizing an essay, proofreading, understanding proper citation practices, or just want a quiet place to work, the UWC is here to help!

Students may arrange a one-to-one session with a trained and experienced writing tutor by visiting the UWC during normal operating hours (both half-hour and hour sessions are available) or by making an appointment via WCONline [https://tamuct.mywconline.com/]. In addition, you can email Dr. Bruce Bowles Jr. at bruce.bowles@tamuct.edu if you have any questions about the UWC and/or need any assistance with scheduling.

University Library
The University Library provides many services in support of research across campus and at a distance. We offer over 200 electronic databases containing approximately 250,000 eBooks and 82,000 journals, in addition to the 85,000 items in our print collection, which can be mailed to students who live more than 50 miles from campus. Research guides for each subject taught at A&M-Central Texas are available through our website to help students navigate these resources. On campus, the library offers technology including cameras, laptops, microphones, webcams, and digital sound recorders.

Research assistance from a librarian is also available 24 hours a day through our online chat service, and at the reference desk when the library is open. Research sessions can be scheduled for more comprehensive assistance, and may take place on Skype or in-person at the library. Assistance may cover many topics, including how to find articles in peer-reviewed journals, how to cite resources, and how to piece together research for written assignments.

Our 27,000-square-foot facility on the A&M-Central Texas main campus includes student lounges, private study rooms, group work spaces, computer labs, family areas suitable for all ages, and many other features. Services such as interlibrary loan, TexShare, binding, and laminating are available. The library frequently offers workshops, tours, readings, and other events. For more information, please visit our [Library website](http://tamuct.libguides.com/index).

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**OPTIONAL POLICY STATEMENTS**

**A Note about Sexual Violence at A&M-Central Texas**
Sexual violence is a serious safety, social justice, and public health issue. The university offers support for anyone struggling with these issues. University faculty are mandated reporters, so if someone discloses that they were sexually assaulted (or a victim of Domestic/Dating Violence or Stalking) while a student at TAMUCT, faculty members are required to inform the Title IX
Office. If you want to discuss any of these issues confidentially, you can do so through Student Counseling (254-501-5955) located on the second floor of Warrior Hall (207L).

Sexual violence can occur on our campus because predators often feel emboldened, and victims often feel silenced or shamed. It is incumbent on ALL of us to find ways to actively create environments that tell predators we don’t agree with their behaviors and tell survivors we will support them. Your actions matter. Don’t be a bystander; be an agent of change. For additional information on campus policy and resources visit the Title IX webpage [https://www.tamuct.edu/departments/compliance/titleix.php].

**Behavioral Intervention**

Texas A&M University-Central Texas cares about the safety, health, and well-being of its students, faculty, staff, and community. If you are aware of individuals for whom you have a concern, who are exhibiting concerning behaviors, or individuals causing a significant disruption to our community, please make a referral to the Behavioral Intervention Team. Referring your concern shows you care. You can complete the referral online [https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout_id=2].

Anonymous referrals are accepted. Please see the Behavioral Intervention Team website for more information [https://www.tamuct.edu/student-affairs/bat.html]. If a person’s behavior poses an imminent threat to you or another, contact 911 or A&M-Central Texas University Police at 254-501-5800.

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