ABED 6128: Instructional Strategies for Basic Business  
Summer IV 2013  
(July 1 – July 26, 2013)

Course Syllabus

Course Information

Level: Graduate  
Credit: 3 semester hours  
Meetings: Official class meeting times are M-F, 5:30 – 7:45 pm. There will be two mandatory on-campus class meetings during the semester (first and last day of class) in Room 1309 RCOB Building. Rest of the class is online in CourseDen.

Course Web site: http://www.westga.edu/webct (check ‘Announcement’ for downtime)  
http://westga.view.usg.edu

Instructor: Dr. Sunil Hazari, Associate Professor, Business Education Department of Marketing & Real Estate  
E-mail: Use CourseDen to send email  
Web: http://www.sunilhazari.com/education  
Phone: 678-839-4842  
Fax: 678-839-5358  
Office: Room 2312, Richards College of Business Building  
Office Hours: Mondays & Wednesdays, 3 – 5 p.m.

Catalog Description

A study of issues, trends, methodologies, and current research in teaching basic business subjects

Course Textbook and other materials

Required  

2) Instructional Design & Learning Theory [Online article]  
http://www.usask.ca/education/coursework/802papers/mergel/brenda.htm  
(Download and PRINT above article for reference throughout the term)
Recommended


Course Objectives
(Note: Codes in parenthesis below refer to departmental Learning Outcomes)

- Evaluate and apply pedagogically sound instructional materials for basic business courses.
- Identify current and relevant content in business courses.
- Develop plans for handling the teaching of potential problem areas in basic business.
- Analyze, evaluate, and critique research materials for basic business courses.
- Develop basic business curriculum guidelines for middle school & high school ( )
- Develop activities to be used in teaching basic business topics (such as Personal Finance).
- Evaluate interactive websites appropriate for use in basic business courses.

This course follows Learning Objectives for the Richards College of Business located at http://www.westga.edu/rcob/index_10607.php

Grading

Online Discussions 65%
Journal critiques (4) 15%
Final Exam 20%

Grades will be posted regularly after completion of each assignment. At the end of the term, percentage scores will be used to assign letter grades as follows:
A=90-100%; B=80-89%; C=70-79%; F= Less than 70%
Rubrics for scoring and assigning grades will be explained during the first class meeting. In general, grades will be on a 5-point scale (in increments of .25 points) and assigned as follows:

I) Main Post only: 1 to 2 points depending on quality
II) Main Post with some references and minimum interaction: 2 to 4 points
III) Main Post with average research responses and interaction: 3.5 to 4 points
IV) Main Post with substantive responses and excellent interaction: 4.5 to 5 points

Correct APA formatting is always expected and if not followed will reduce score. Scores will depend on quality, interaction (mix of research response and opinion), use of appropriate research-based external references that supplement textbook reading. No more than 2 direct quotes per assignment (i.e. all discussion posts combined); External reference cannot be used more than twice per assignment.
Paragraph cannot end in reference, i.e. provide additional information if citing reference at the end of the paragraph.

Instructor uses holistic scoring to assign grades. For details on holistic scoring, see http://www.sunilhazari.com/education/courses/holistic_scoring.htm

Feedback from Instructor: Feedback is an integral part of enhancing learning in all courses. The instructor will post numerical scores for each assignment that are indicators of feedback to students. Assignments are usually graded out of 5 points. A 5 point score indicates the student is doing excellent work in class; a 4 point score indicates the student is doing well but can improve slightly. A score of 3 points is average and anything less is unsatisfactory. A single low score will not affect the overall grade because of the number of assignments, and the weights given to each category of assignment, but students should make every effort to understand the reason for their low scores. If needed, it is the responsibility of the student to request additional *specific* feedback from the instructor. Usually the cause for low scores is because the student has not followed instructions given in the grading rubric (mentioned on page 2). Students are responsible for tracking grades in the spreadsheet template that will be provided by the instructor. Any concerns about assignment grades should be discussed with the instructor within three days or the grade stands as assigned.

Policy on Late Assignments: Discussion board topics are locked after the due date has passed. For due dates, see course schedule. It is therefore important that students post information to the discussion board within scheduled period to receive proper credit. Late assignments will be accepted for partial credit only (10% reduced each day, no credit past the third day) but will need to be e-mailed to the instructor from within CourseDen. Students should inform the instructor (by e-mail or phone) of any extended absences or inability to complete assignments on time before the assignment is due. Also, the instructor must approve this and will notify the student of such approval. Without this approval, assignments will not be considered for grading purposes. Since this class relies heavily on use of technology, students should make alternate arrangements to have access to another computer in case of primary computer problems. Information Technology Support (http://www.westga.edu/~techlife/) or CourseDen support (http://www.westga.edu/webct/) should be consulted for questions about technology related issues. It is important that students check browser compatibility for accessing and using CourseDen from their computer. The ability to participate in discussions depends on a properly functioning web browser. If a student’s computer is not compatible with the current version of CourseDen, alternate arrangements must be made by the student to access course material.

Assignments

Online Discussions: Participation in class discussions is an important part of this course. Since this class will be taught in an online asynchronous environment, students are expected to complete all assigned readings, and participate in discussions. The nature of online learning requires self-discipline and commitment. Every student is a resource and contributor to the class. Researchers have called this "knowledge ecosystems" where groups of people are engaged in collective inquiry to enhance their personal knowledge and application of the knowledge to work

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situations. Although classes do not meet at a specific location on campus during the week, there are deadlines for assignments to be completed, therefore it is recommended that students use effective time and project management skills to complete and submit high quality work on time. It is also strongly recommended that students keep copies of discussion postings, file attachments, and e-mail messages in case these need to be produced in response to discussions or grade appeals for the course.

Questions from the textbook and other online readings will be posted in the discussion forum each week. Based on these questions, students are required to participate in class discussions. There is no set number of responses that are expected. Quality of discussions is more important rather than quantity. Interaction with students is important to get high score. Adequate justification for any statements or recommendations made must be provided. Use best practices examples from industry whenever possible and provide hyperlinks to external resources to help other students understand your statements or recommendations. It is equally important for students to respond to question/comments posted by other students and the instructor rather than just providing their views on the reading. This ensures critical analysis and exposes the student to different views that emerge in group discussions. There is no set number of responses that are needed. Quality of discussions is more important rather than quantity. Interaction with students is important to get high score.

Note: As mentioned above, discussion board topics are locked when the assignment ends (see schedule). It is therefore important that students post information to the discussion board within scheduled period to receive proper credit.

For an example of exemplary discussion post, see: http://www.sunilhazari.com/education/courses/gooddiscussion.htm

Journal article critiques: Review of basic and applied research in Business Education is an important objective of this course. Students will be required to locate research-based material from journals and present a critique of this material. Critiques are more than summaries as they provide an evaluation and analysis rather than repeat information originally stated. No more than one critique during the semester can come from the same journal. There are four critiques (including one for Mergel article) required during the term. See below for a partial list of Educational Technology journals.

Critiques should be presented in the following format:
1) Source information (In APA style)
2) 1-2 paragraph summary of the article.
3) YOUR comments and evaluation (why did you find the source useful, what are your impressions, how is this information relevant to Business Education classrooms, how do you propose to use it etc. In addition, to receive high scores on critique assignment, also present evidence that your comments can be substantiated by OTHER research sources, and examples on how this can be applied to the field of Business education.

Research-based responses to one other student critique is also required. To get an idea of format to use for critique and writing style, see sample critique posted at: http://www.sunilhazari.com/education/courses/sample_critique.htm
**Final Exam:** A comprehensive final exam that covers all topics and discussions of the semester will be conducted ON CAMPUS at the end of the term. No books, notes or any reference materials can be used during the exam. Questions in the Final exam will be Multiple choice, True/False format, and/or short answer format. Final exam will be administered only on date/time specified by the university’s academic calendar. Early/Late make up exam will not be given.

**List of Ed Tech Journals**

Association for Educational Communications & Technology Journals, [http://www.aect.org](http://www.aect.org)

Computers and Education

Educational Technology & Society

International Journal of Educational Technology


Interpersonal Computing & Technology

Journal of Classroom Technology


Journal of Instructional Science and Technology


Online Journal of Distance learning administration (published at University of West Georgia), [http://www.westga.edu/~distance/jmain11.html](http://www.westga.edu/~distance/jmain11.html)

The International Review of Research in Open and Distance Learning [http://www.irrodl.org/index.php/irrodl/index](http://www.irrodl.org/index.php/irrodl/index)

**Academic Honesty Policy**

The following is information from University of West Georgia Student handbook honor code: [http://www.westga.edu/~handbook/hb3.php?page=honorcode](http://www.westga.edu/~handbook/hb3.php?page=honorcode)

**UWG Honor Code**

At the University of West Georgia we believe that academic and personal integrity are based upon honesty, trust, fairness, respect and responsibility. Students at West Georgia assume responsibility for upholding the honor code. West Georgia students pledge to refrain from engaging in acts that do not maintain academic and personal integrity. These include, but are not limited to, plagiarism, cheating, fabrication, aid of academic dishonesty, lying, bribery or threats, and stealing.
Definitions:
Cheating: “using or attempting to use unauthorized materials, information or study aids”
Fabrication: “falsification or unauthorized invention of any information or citation”
Plagiarism: “representing the words or ideas of another as one’s own. Direct quotations must be indicated and ideas of another must be appropriately acknowledged”

Based on above definition, copying word-for-word information (such as phrases/sentences/paragraphs from a journal article, book, online information), from any source and providing a reference, but not enclosing information copied in double quotes as required per APA format (see APA manual, 5th edition) is considered plagiarism in this course since the absence of quotation implies the students' work is original. In case this is found, the assignment will be assigned zero points for such infraction and there will be no opportunity to submit the assignment again for grade. The instructor may use external services/software to check originality of students' work. Furthermore, if any such infraction is found at any time during the semester, the instructor reserves the right to review any/all previously graded assignment(s) to check for the violation, and if found, change the student's score on those assignments to zero. Repeated violations will result in "F" grade for this course and the case will be forwarded to VPAA office for further sanctions from the University.

Tip: Direct quotations of another author's work should be followed by the author's name, date of publication, and the page(s) on which the quotation appears in the original text. (For online sources, paragraph numbers may be used)

Example 1: Brown (2001) stated, "the value of business education is recognized by most organizations" (p. 45).

Example 2: “In most organizations, information is considered to be a major organizational asset” (Smith, 2006, p. 35-36), and must be carefully monitored by the senior management.

For additional information on acceptable/unacceptable cases of referencing (including difference between Paraphrasing and Plagiarism), see: http://www.indiana.edu/~wts/pamphlets/plagiarism.shtml#original

Other resources:
https://www.indiana.edu/~istd/
http://panther.indstate.edu/tutorials/plagiarism
http://www.lib.sfu.ca/researchhelp/tutorials/interactive/plagiarism/tutorial/introduction.htm

Also see pages 169-173 of the APA Publication manual (6th edition).
ABED 6128: Instructional Strategies for Basic Business

Tentative Course Outline

Following topics and dates relate to course objectives that will be covered each day of the session. Readings, assignments, case studies, and activity information are being provided ahead of time to help students research topic areas and discuss these during the week. Students are not required to login at a specific time during the week. All assignments are due by midnight. Discussion forum is locked past the due date.

Since this is a preliminary schedule, students should check online announcements for any changes posted by the instructor. Information posted on course web site supersedes information presented below.

<table>
<thead>
<tr>
<th>DATE</th>
<th>READINGS</th>
<th>ASSIGNMENT(S)</th>
</tr>
</thead>
</table>
|              | **Note:** All assignments are due by midnight in CourseDen.  
Discussion forum will be locked past the due date |
| **WEEK 1**   |                                               |                                                                              |
| Monday, July 1 | - Course Syllabus  
- CourseDen Info | - Login to CourseDen  
- Post Photo/Bio info in CourseDen  
**ON CAMPUS MEETING**  
5:30 PM | 1309 RCOB |
| Tuesday, July 2 | Topic: Active Learning  
Ch. 1.1, 1.2, 1.3, 1.4 | - Discussion on Active Learning  
(see assignment posted online) |
| Wednesday, July 3 | Topic: Active Learning  
Ch. 1.1, 1.2, 1.3, 1.4 | - Discussion on Active Learning  
(continued) |
| Thursday, July 4 | --- | * University Holiday * |
| Friday, July 5 | Topic: Using Case Study as method of Instruction  
Ch. 2.1, 2.2. | - Discussion on Case Studies  
(see assignment posted online) |
### WEEK 2

<table>
<thead>
<tr>
<th>Day</th>
<th>Topic</th>
<th>Discussion</th>
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<tbody>
<tr>
<td><strong>Monday, July 8</strong></td>
<td><em>(Note: Your critique must be posted in the Discussion board by 12 noon. Post replies by midnight)</em></td>
<td>Journal Article Critique #1 (Must cover any topic related to Instructional Strategy/Theory/Method (i.e. the general theme of this course))</td>
</tr>
<tr>
<td><strong>Tuesday, July 9</strong></td>
<td>Topic: Gagne’s Instructional Design Theory - Ch. 2.3</td>
<td>Discussion on Gagne’s Instructional Design Theory</td>
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<td><strong>Wednesday, July 10</strong></td>
<td>Topic: Gagne’s Instructional Design Theory - Ch. 2.3</td>
<td>Discussion on Gagne’s Instructional Design Theory (continued)</td>
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<tr>
<td><strong>Thursday, July 11</strong></td>
<td>Topic: Using Current Events - Ch. 3.3 and 3.4</td>
<td>Discussion on using Current Events in the classroom</td>
</tr>
<tr>
<td><strong>Friday, July 12</strong></td>
<td>Topic: International Issues - Ch. 4.1 and 4.2</td>
<td>Discussion on use of International Issues in the classroom</td>
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</table>

### WEEK 3

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<thead>
<tr>
<th>Day</th>
<th>Topic</th>
<th>Discussion</th>
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</thead>
<tbody>
<tr>
<td><strong>Monday, July 15</strong></td>
<td>Ch. 3</td>
<td>- Journal Article Critique #2 (Selected article, must cover any topic listed in Ch. 3: Management)</td>
</tr>
<tr>
<td><strong>Tuesday, July 16</strong></td>
<td>Topic: Reigeluth’s Elaboration Theory - Ch. 5.1 and 5.2</td>
<td>Discussion on Reigeluth’s Elaboration Theory (see assignment posted online)</td>
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<tr>
<td>Date</td>
<td>Topic</td>
<td>Discussion</td>
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<tr>
<td>Wednesday, July 17</td>
<td>Reigeluth’s Elaboration Theory - Ch. 5.1 and 5.2</td>
<td>(continued)</td>
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<tr>
<td>Thursday, July 18</td>
<td>Keller’s ARCS Motivation Theory - Ch. 5.3, 6.1, 6.2</td>
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<tr>
<td>Friday, July 19</td>
<td>Keller’s ARCS Motivation Theory - Ch. 5.3, 6.1, 6.2</td>
<td>(continued)</td>
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**WEEK 4**

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<tr>
<th>Date</th>
<th>Activity</th>
<th>Details</th>
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</table>
| Monday, July 22    | (Note: Your critique must be posted in the Discussion board by 12 noon. Post replies by midnight) | Journal Article Critique # 3  
(Selected article must cover any research article that deals with topic of Business Ethics) |
| Tuesday, July 23   | Mergel Article (Note: Your critique must be posted in the Discussion board by 12 noon. Post replies by midnight) | Discussion/Critique #4 of Mergel Article (see details posted online) |
| Wednesday, July 24 | -                                                                        | FINAL EXAM - ON CAMPUS  
RCOB 1309  
5:30 pm  
Note: Final Exam will be administered ONLY at this time  
BRING SCANTRON GREEN FORM 882-E |