Department Of Management
University Of North Texas

MGMT 3850 – ENTREPRENEURSHIP
SYLLABUS*
INET – 5 weeks

Professor: Dr. A. BarNir
Office: 385 F Business Leadership Building
Phone: 940-565-4334
E-mail: anat.barnir@unt.edu **best way to reach me**
Conference hours: Online, as needed. Onsite – Denton – by appointment.

Course description and objectives:
MGMT 3850: Initiation of new ventures and approaches to growth of existing firms through opportunity recognition, innovation, and change. Course emphasizes developing effective entrepreneurial skills and behaviors and includes preparation of a comprehensive business plan. (UNT Undergraduate catalog).

Upon completion of the course, participants should –
- Understand the basic theory and principles of entrepreneurship and small business management
- Be able to conduct entrepreneurship and small business research
- Be able to recommend effective courses of action for entrepreneurial businesses and solve problems for such businesses
- Be able to conduct feasibility analysis and prepare a business plan
- Be able to implement a business plan

Required Material

   - There are different formats of this edition, including paperback, digital, etc. You may choose any format, provided that you use the edition required.

2. A Module folder is available for each learning unit. The folder consists of additional content (such as videos, PowerPoint slides, readings). The additional content is an integral part of the course.

Communication

Two main communication methods are the Announcements and eMail.

Announcements:
This is the primary means by which I communicate important information to the entire class. Make sure to frequently check for new announcements, and no less than every 48 hours. Read all messages from me promptly, and email with any questions or concerns.

* Instructor reserves the right to make changes to the syllabus, as needed.
**E-mail:**

1. **Emails from students to the instructor**
   a) Contact me at anat.barnir@unt.edu.
   b) Include “MGMT3850” in the subject of the email.
   c) Sign your email. If you use a name that is different from that under which you are registered in the course, also include your registration name.
   d) PIN - Early in the semester you will be asked to select a course Personal Identification Number (PIN). You should type this PIN next to your signed name in all emails, especially when communicating on matters considered confidential or personal such as grades, absences, etc.
   e) Email response time: Emails received before 5 pm on a business day will be answered no later than the end of the next business day. Emails received after 5 pm or not on a regular business day will be answered no later than within 2 business days. If you do not get a response in that time frame, your email may have been directed to the Junk folder, so please resend it.

2. **Emails from instructor to the class**:
   I will email you via your EagleConnect/myUNT address. If you do not check or use this account, make sure to log in and change the settings so that all messages from this account are forwarded to your preferred e-mail. (Please test the settings to make sure the forwarding works.) For information, visit: [https://eagleconnect.unt.edu/](https://eagleconnect.unt.edu/).

3. **Broadcast emails**.
   Broadcast emails (emails sent from a student on which the entire class or a large group of students is copied) are NOT allowed. If you believe you have an important message to everyone, please contact the instructor and ask if you can send it to everyone.

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**Ada Compliance**

The College of Business complies with the Americans with Disabilities Act in making reasonable accommodation for qualified students with disability. If you have an established disability as defined in the ADA and would like to request accommodation, you should obtain an accommodation letter from UNT Office of Disability Accommodation (ODA). The UNT ODA is located at Sage Hall, Suite 167. Their telephone number is 940-565-4323. If an accommodation has been recommended for you, please inform me via email within the first week of the semester. The ODA notification of a needed accommodation must be received by me no less than 3 working days prior to the time the accommodation is needed.

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**Academic Integrity**

Academic integrity policies are designed to protect the honest student from unfair competition with unscrupulous individuals who might attempt to gain an advantage through cheating. If you engage in academic dishonesty related to this class, you will receive a failing grade on the test or assignment, and a failing grade in the course. In addition, your case will be referred to the appropriate authority for review. Scholastic dishonesty includes, but is not limited to, a) use of unauthorized assistance in taking tests, exams, or any assignment not designated as a group project; b) acquisition, without permission, of tests or academic material belonging to faculty or university staff; c) plagiarism, including copying from any published / non published work without proper citation (including material published online).

For detailed information about UNT policy please see the UNT Standards of Academic Integrity available at [http://policy.unt.edu/sites/default/files/untpolicy/pdf/7-Student_Affairs-Academic_Integrity.pdf](http://policy.unt.edu/sites/default/files/untpolicy/pdf/7-Student_Affairs-Academic_Integrity.pdf)
Policies, Course Procedures, and Method of Instruction

I. Online delivery & technology requirements
   a. This course is taught using distance-delivery methods. Although the methods provide flexibility, the course has a set schedule of weekly assignments and deadlines that must be met as well as scheduled times and defined availability windows for taking quizzes/tests/exams or submitting assignments.
   b. All course assignments are accepted ONLY through BbLearn. If you are not familiar with Blackboard, browse through the tutorials links posted on UNT Blackboard page.
   c. This is a 100% online course. You should have reliable internet access to complete it successfully. You may access the course from any desktop, laptop, or a mobile device (iPad, tablet, smartphone). However, past experience taught us that internet connectivity is less reliable from mobile devices. It is therefore recommended that grade-related activities such as quizzes, tests, or exams not be conducted from a mobile device.

II. Organization – weekly modules
   To facilitate learning, the course is broken down into weekly units (Modules) which include content and activities. A folder is available for each week through the Learning Modules button from the menu or folder icon on the Home page. Check this folder routinely as it provides information and links to Internet resources such as lectures, current events, or videos that help explain the required readings. All material in the Module folder is considered required reading and is covered in the test/exam, including videos and linked articles.

III. Times & dates
   Times noted in this syllabus are U.S. Central times. Also note that all dates are written according to U.S. conventional format (month / day):
   6/7 = June 7th; 7/6 = July 6th

IV. Technical issues and help
   a. If you have questions or issues with technical aspects, including accessing the course, contact the Blackboard Support staff http://www.unt.edu/helpdesk/ (helpdesk@unt.edu, (940) 565-2324, or in person at Sage 130). Feel free to notify me, but recognize there is little I can do regarding technical issues. The Help Desk advisors can often help with solving a problems with you while on the phone, so have the Help Desk phone number handy (especially during tests/exams) and to contact them promptly.
   b. Also, make note of BlackBoard scheduled maintenance during which BbL is not available, currently scheduled weekly on Saturdays 11 pm till Sundays 2 am. It is not recommended to engage in any BbL related activity within 15 minutes of that timeframe.
   c. Troubleshooting during tests/exams: if you run into technical issues while taking a test/exam, call the Help Desk immediately. After you talk with the Help Desk, email me to let me know you had an issue and if it was resolved. In your email, provide a phone number where I can reach you. I am not online 24/7, but if I am at the time I get your message and think I can help, I will call you.

V. Students who are F-1 Visa Holders
   Check the note under the appropriate link in the Start Here folder (course Home Page). Make sure to contact the International Student office if you have questions as this issue may have important immigration implications for you.

VI. Sundown Rule
   Students have four (4) business days from the time a grade is posted to inquire about it. The purpose is to resolve any question as soon as grades are posted rather than wait till the end of the semester. Check your grades on Blackboard frequently and contact me with any questions. Exams/tests/quizzes are not returned, and students wanting to go over them should make an appointment (onsite or phone). At least 48 hour notice is required to schedule an appointment, and exam appointments are not scheduled during the day an exam becomes or is available.
VII. **Plagiarism and TurnItIn policies**

Course assignments / discussions / projects / or exam questions may be checked electronically at [www.TurnItIn.com](http://www.TurnItIn.com) for similarities to already published work appearing in an extensive database, to prevent plagiarism and to ensure independent and original work of students. The instructor reserves the right to decide which assignments will be checked, and will usually apply a randomized process. Plagiarism will not be tolerated and will be considered as a breach of UNT academic Integrity Policy. An assignment deemed plagiarized will incur a grade of zero. Recurring plagiarism may result in course failure and university level consequences.

VIII. **Missed deadlines due to excused absences**

Assignments / exams / tests / quizzes are due on/by the scheduled dates. **Legitimate, verifiable, and documented** excuses such as medical emergencies, natural disasters, or UNT computer problems that affect ALL students may grant accommodation but will be dealt with on a case-by-case basis. Work related issues, traffic, travel, travel related delays, personal conflicts, malfunction of personal computer, etc., typically do NOT constitute grounds for accommodation.

If you believe that you deserve special consideration for a particular event, contact me via email prior to the scheduled event if possible, or as soon as possible after the missed event. Please provide supporting documents.

IX. **Acceptable student behavior**

Student behavior that interferes with the instructor’s ability to conduct the course or with other students’ ability to learn is disruptive and unacceptable. If a student’s behavior is deemed disruptive, the student will be warned and instructed to cease the disruptive behavior. If this does not happen, the student may be removed from activities and/or referred to the Dean of Students for consideration whether the behavior constitutes violation of the Code of Student Conduct.

X. **Course evaluations.**

Course evaluations are conducted for each organized course at UNT. At the end of the semester you will be informed of the availability of the evaluation. Please take time to complete it.

XI. **Extra credit**

If you are counting on a grade in this class that you need to graduate, your best strategy is to work hard, pay attention to the requirements, and utilize the opportunities build into the course such as taking optional exam, etc.

XII. **Dropping the course.**

If you decide to drop the course, do so within UNT set deadlines, which are available through the Registrar’s website ([http://registrar.unt.edu/registration/spring-registration-guide](http://registrar.unt.edu/registration/spring-registration-guide)). In order to drop the course, contact either the Management Department or the Registrar’s office and follow their instructions. Students are NOT automatically dropped for non-participation, and emailing me to have you dropped from the course will NOT get you dropped (in which case you remain on the roster and will be assigned a grade). Going through proper procedures is the only way to drop.
**Performance Evaluation**

Grading will be based on the following:

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
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</thead>
<tbody>
<tr>
<td>Tests (4 @ 185 points each)</td>
<td>740</td>
</tr>
<tr>
<td>Student survey</td>
<td>10</td>
</tr>
<tr>
<td>*Business Plan (multi-part)</td>
<td>250</td>
</tr>
<tr>
<td>Optional final exam</td>
<td>0 or 185</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>1000</td>
</tr>
</tbody>
</table>

*Submitted in parts, at different points in the semester. *Team project: individual grades subject to peer evaluation.*

**Letter grade equivalent**

1. Grades will be weighted on a straight scale as follows:
   - 900-1000 = A; 800–899.9 = B; 700–799.9 = C; 600–699.9 = D; below 600 = F
2. Students registered to receive a grade on a *Pass/Fail* scale should contact the instructor regarding business plan requirements.

**Tests / exams**

Four tests and one final exam are administered during the semester, per course schedule. Students should take all five, and then have the lowest one dropped, for a total of four scores. Each of the four tests covers specific number of Modules, while the last exam – final – is comprehensive. Students who take all four tests may opt not to take the last exam if they are satisfied with their scores.

A 28-hour availability window is given for each test/exam. These time windows are intended to provide as much accommodation as possible with your individual commitments, given the semester schedule constraints. Do not wait until the last hours unless you absolutely have to. If you run into technical difficulties at the last moments you will likely miss the availability window and there will not be any accommodation in such instances. Additional information is available on the course website.

Make-ups: Exams missed *due to an excused absence* (see item VIII, p.4 of syllabus) may be petitioned for a make-up. Contact instructor with appropriate documentation. Make-ups cannot be taken without instructor approval.

**Exams dates & coverage:**

<table>
<thead>
<tr>
<th>Availability dates</th>
<th>Coverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Test 1 Fri., 6/8, 3:30 pm – Sat., 6/9, 7:30 pm</td>
<td>Modules 1-3</td>
</tr>
<tr>
<td>Test 2 Fri., 6/15, 3:30 pm – Sat., 6/16, 7:30 pm</td>
<td>Modules 4-6</td>
</tr>
<tr>
<td>Test 3 Fri., 6/22, 3:30 pm – Sat., 6/23, 7:30 pm</td>
<td>Modules 7-9</td>
</tr>
<tr>
<td>Test 4 Fri., 6/29, 3:30 pm – Sat., 6/30, 7:30 pm</td>
<td>Modules 10-12</td>
</tr>
<tr>
<td>Final exam Thurs., 7/5, noon – Fri., 7/6, 4 pm</td>
<td>Modules 1-12</td>
</tr>
<tr>
<td>Make-ups Tuesday, 7/3, 2-5 PM. By permission</td>
<td>TBD</td>
</tr>
</tbody>
</table>

Tests/Exams/ quizzes should be taken using a device with reliable internet connectivity, and it is recommended **NOT to take them from a mobile device.**
**Student Survey (10 points)**

You will complete a short survey (available through a designated link on the course home page) to collect required information. This is an **all or nothing grade**: complete all items by due date - get all points.


**Business Plan – 250 points**

A business plan is a document in which you outline how you would start a hypothetical business. If you are planning on starting a business, a business plan in this course will be an excellent exercise. The business plan will follow the format that will be posted online, and will be turned in different parts. The business plan must be feasible, that is, the plan should reflect a venture that you would actually consider undertaking, and involves research, creativity, and integration. Teamwork is an integral part of this project.

Detailed information is provided on the course website (*Business Plan Link*), including information about due dates of the submissions, as well as information about signing up for teams. **Deadline for team sign-up is 6/10**, so please check this documentation as soon as possible.

**Practice Quizzes**

For each chapter, a practice quiz is available. Practice quizzes are optional: they are assigned point value based on correct answers, but those points are not part of grade components. You are encouraged to take the practice quizzes because it will help you learn. In addition, students taking the practice quizzes may earn bonus points: A bonus equal to 25% of the total points you receive for all practice quizzes will be added to your overall points in the class.

1) Practice Quizzes can be taken during the week in which the relevant module is available, and until the start of the exam the Module is covered in (Fridays, 3:30)

2) There are NO PROVISIONS for missed quizzes. Plan ahead, and do not wait until the last hour.

For details on quiz format and calculation of bonus points see document titled *Practice Quizzes* posted on the course website.

**Questions? Visit the Discussion board, and post on the Meet the Prof forum (Available 6/4 – 6/7 2018) or email the professor.**
# Tentative Course Schedule

*Modules:* become available 8 am on stated dates.

<table>
<thead>
<tr>
<th>Week</th>
<th>Test/Exam Access period / Business Plan tasks / Practice quizzes availability</th>
<th>Modules (Module number and chapter number may be different. Check module folder for additional material)</th>
</tr>
</thead>
</table>
| 1    | *6/4/18 to 6/9/18* | Log on to Course website, Review and browse through Bb  
Module 1: introduction to entrepreneurship  
Read: Chapter 1  
Module 2: Ethics and Social Responsibility in entrepreneurship  
Read: Chapter 2  
Module 3: The entrepreneurial mind  
Read: Chapter 3 |
|       | **Mon., 6/4, to Fri., 6/8, 3:30 pm** | **Practice Quizzes Modules 1, 2, 3** |
|       | **Sun., 6/4 – 6/10** | **Explore industries and consider teams** |
|       | **Fri., 6/8, 3:30 pm to Sat., 6/9, 7:30 pm** | **Test 1 – Modules 1 - 3** |
| 2    | *6/10/18 to 6/16/18* | Module 4: The Business Plan  
Read: Chapter 5  
Module 5: Legal Structure  
Read: Chapter 6  
Module 6: Feasibility analysis & Business Models  
Read: Chapter 4 |
|       | **Sun., 6/10 to Fri., 6/15, 3:30 pm** | **Practice Quizzes Modules 4, 5, 6** |
|       | **Sun., 6/10, 9 pm** | **Team sign up deadline** |
|       | **Fri., 6/15 9 PM** | **New Venture proposal due (B-Plan #1)** |
|       | **Fri., 6/15 11 pm** | **Peer evaluations 1 due** |
|       | **Fri., 6/15, 3:30 pm to Sat., 6/16, 7:30 pm** | **Test 2 – Modules 4 -6** |
| 3    | *6/17/18 to 6/23/18* | Module 7: The marketing plan  
Read: Chapter 8  
Module 8: Pricing  
Read: Chapter 10  
Module 9: Location considerations  
Read: Chapter 14 |
<p>|       | <strong>Sun., 6/17 to Fri., 6/22, 3:30 pm</strong> | <strong>Practice Quizzes Modules 7-9</strong> |
|       | <strong>Fri., 6/22, 3:30 pm to Sat., 6/23, 7:30 pm</strong> | <strong>Work on business plan</strong> |
|       | <strong>Fri., 6/22, 3:30 pm to Sat., 6/23, 7:30 pm</strong> | <strong>Test 3 – Modules 7-9</strong> |</p>
<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Module/Reading</th>
</tr>
</thead>
<tbody>
<tr>
<td>6/24/18</td>
<td>Module 10: The financial plan Read: Chapter 11</td>
<td></td>
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<tr>
<td>6/29/18</td>
<td>Module 11: Cash flow Read: Chapter 12</td>
<td></td>
</tr>
<tr>
<td>6/30/18</td>
<td>Module 12: Sources of funding Read: Chapter 13</td>
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</tr>
<tr>
<td>Sun., 6/24 to Fri., 6/29, 3:30 pm</td>
<td>Practice Quizzes Modules 10-12</td>
<td></td>
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<tr>
<td>Sun., 6/24, 9 pm</td>
<td>Business Plan Submission 2 due</td>
<td></td>
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<tr>
<td>Tues., 6/24, 11 pm</td>
<td>Peer evaluation 2</td>
<td></td>
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<tr>
<td>Fri., 6/29, 3:30 pm to Sat., 6/30, 7:30 pm</td>
<td>Test 4 – Modules 10-12</td>
<td></td>
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</tbody>
</table>

**Week 5**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Module/Reading</th>
</tr>
</thead>
<tbody>
<tr>
<td>7/1/18 to 7/6/18</td>
<td>Work on B-Plans,</td>
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<tr>
<td>7/4th holiday</td>
<td>July 4th holiday</td>
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<tr>
<td>Tues., 7/3, 1 pm</td>
<td>Business Plan Submission 3 due</td>
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<tr>
<td>Tues., 7/3, 11 pm</td>
<td>Peer evaluation 3</td>
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<tr>
<td>Tues., 7/3, 2 pm – 5 pm</td>
<td>Make-ups (instructor permission required)</td>
<td></td>
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<tr>
<td>Thurs., 7/5, noon to Fri., 7/6, 4 pm</td>
<td>Final exam (Module 1-12, optional)</td>
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**Color Codes:**

- **PURPLE:** Business Plan
- **GREEN:** Tests / exam
- **BLUE:** Practice quizzes
### 5W1: June 4 – July 6, 2018

<table>
<thead>
<tr>
<th>Sunday</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
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<tbody>
<tr>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
<td></td>
<td>8 Quizzes deadline (3:30)</td>
<td>9 Test 1 due (7:30pm)</td>
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<tr>
<td>Semester begins</td>
<td>Modules 1-3 available</td>
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<td></td>
<td>Test 1 available</td>
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<td>10</td>
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<td>13</td>
<td>14</td>
<td>15 Quizzes deadline (3:30)</td>
<td>16</td>
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<tr>
<td>Modules 4-6 available</td>
<td>Deadline for team selection</td>
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<td></td>
<td>B-Plan #1 (9 pm) Peer eval 1 (11 pm) Test 2 available</td>
<td>Test 2 due (7:30pm)</td>
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<td>17</td>
<td>18</td>
<td>19</td>
<td>20</td>
<td>21 Quizzes deadline (3:30)</td>
<td>22</td>
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<tr>
<td>Modules 7-9 available</td>
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<td>Test 3 available</td>
<td>23</td>
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<td>26</td>
<td>27</td>
<td>28</td>
<td>29 Quizzes deadline (3:30)</td>
<td>30</td>
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<tr>
<td>Modules 10-12 available</td>
<td>B-Plan #2 (9 pm) Peer evals 2 (11 pm)</td>
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<td>Test 4 available</td>
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<td></td>
<td>1</td>
<td>2</td>
<td>3 Holiday</td>
<td>4</td>
<td>5 Final available</td>
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<td>Final due (4 pm) Semester ends</td>
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<td>3</td>
<td>4 Holiday</td>
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</table>

**Holiday:**
UNT College of Business Student Ethics Statement

As a student of the UNT College of Business, I will abide by all applicable policies of the University of North Texas, including the Student Standards of Academic Integrity, the Code of Student Conduct and Discipline and the Computer Use Policy. I understand that I am responsible reviewing the policies as provided by link below before participating in this course. I understand that I may be sanctioned for violations of any of these policies in accordance with procedures as defined in each policy.

I will not engage in any acts of academic dishonesty as defined in the Student Standards of Academic Integrity, including but not limited to using another’s thoughts or words without proper attribution (plagiarism) or using works in violation of copyright laws. I agree that all assignments I submit to the instructor and all tests I take shall be performed solely by me, except where my instructor requires participation in a group project in which case I will abide by the specific directives of the instructor regarding group participation.

While engaged in on-line coursework, I will respect the privacy of other students taking online courses and the integrity of the computer systems and other users’ data. I will comply with the copyright protection of licensed computer software. I will not intentionally obstruct, disrupt, or interfere with the teaching and learning that occurs on the website dedicated to this course through computer “hacking” or in any other manner.

I will not use the university information technology system in any manner that violates the UNT nondiscrimination and anti-sexual harassment policies. Further, I will not use the university information technology system to engage in verbal abuse, make threats, intimidate, harass, coerce, stalk or in any other manner which threatens or endangers the health, safety or welfare of any person. Speech protected by the First Amendment of the U.S. Constitution is not a violation of this provision, though fighting words and statements that reasonably threaten or endanger the health and safety of any person are not protected speech.

Student Standards of Academic Integrity
http://policy.unt.edu/sites/default/files/untpolicy/pdf/7-Student_Affairs-Academic_Integrity.pdf

Code of Student Conduct and Discipline

Computer Use Policy
http://policy.unt.edu/policy/3-10
Appendix I – IMPORTANT INFORMATION REGARDING EXAMS
*The word EXAMS pertains to exams, tests, quizzes.

1. Carefully read the information on the exam available in previous pages of this syllabus as well as the material Instructions for Exams, posted on course website.

2. Exams are available online, and you can access them from any desktop or laptop. It is not recommended to take tests from mobile devices such as iPads or tablets due to connectivity issues students have experienced in the past.

3. You must arrange to be available during the scheduled times. It is your responsibility to make sure you know how to use the online delivery platform and that your computer has all appropriate plug-ins etc., to run the test.

4. Exams are available for a specific period of time, referred to as the availability period. Availability period means that you can “pick-up” or start the test any time during the period. From the time you start, you have the allocated time.

5. It is strongly recommended NOT to wait until the last hours of the availability period to access a test. If you wait till the last hour of the availability period and encounter difficulties, you may miss the test, in which case you get zero for it. Note that when you wait till the last hours, you will have very little recourse to handle any technical or other issues that emerge (see the item Technical Help during an exam.)

6. Time of test is measured by Blackboard system: starting time begins when you hit “start/begin” and ending time is when you hit “Submit” and “Finish”.

7. Blackboard does not record any answer entered after the allocated time has passed. Be aware that Blackboard has a few seconds of processing time so if you wait to hit submit in the last seconds, you may not have your answer saved.

8. Computer setup. Make sure that your computer is properly configured and set up with all the necessary software, browser configurations, etc. for taking exams. Specific guidelines are available through the UNT HelpDesk website (www.unt.edu/helpdesk/bblearn/). It is your responsibility to have adequate and adequately configured computer equipment and software to take this online course. Before you take an examination it is a good idea to run the browser to make sure your computer is set up correctly. Click on the “Check Browser” link on the page where you find your list or courses when you first login.

9. Technical help during an exam/quiz. If you encounter technical problems, contact the Help Desk immediately (940-565-2324). Make sure to have the phone number of the Help Desk handy and be mindful of their hours. The folks there often can walk you through a solution over the phone. After you call the Help Desk, leave me an e-mail message to let me know you had a problem and whether it got corrected. In your email, include a phone number where I can reach you in case I am online and can call.

10. Academic Integrity: Usage of cell phones, cameras, or any electronic device is not allowed during a quiz/exam. Talking to other students or soliciting or giving help is not allowed. Copying, photographing, or disseminating questions in any form is prohibited. The first item in each exam is an Integrity Confirmation. Confirming the statements on this item is a condition for getting credit on the test. Being dishonest about any statement of this item is a violation of academic integrity and subject to automatic F in this course and appropriate measures granted by the University for violating academic integrity.