University of North Texas at Dallas
Spring 2016
SYLLABUS for Distance Learning

Introduction to the Global Auto Industry			
MGMT 4900 Section 010			
Department of	Business	**School of**	Business

Instructor Name:	Steve Brazill
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Office Hours:	n/a

Classroom Location:	Online
Class Meeting Days & Times:	Online

Course Catalog Description:	This course explores the role of dealerships as retail networks that connect manufacturers with consumers. Key concepts include "franchise" relationships, location selection, facility planning, financial requirements, sales forecasting, customer retention and societal impacts.

Prerequisites:	none
Required Text:	tba
Access to Learning Resources:	UNT Dallas Library: 　　phone: (972) 780-1616 　　web: http://www.untdallas.edu/library 　　email: library@untdallas.edu UNT Dallas Bookstore: 　　phone: (972) 780-3652 　　web: http://www.untdallas.edu/bookstore 　　e-mail: untdallas@bkstr.com

Course Goals or Overview: The goals of this course are as follows -

Learning Objectives/Outcomes: At the end of this course, students will be able to:

1	Discuss the role of the automobile in early 21st century society, recognizing the size and scope of the global auto industry, and identifying management and marketing career opportunities within the automotive industry and similar dealership/network type channels.
2	Compare and contrast auto manufacturer (OEM)/dealer networks with aftermarket channels.
3	Summarize the nature and scope of the relationship between auto manufacturers and the dealers who serve in their retail networks.
4	Assess the contributions of a dealership's profit centers to a dealership's overall success.
5	Assess the importance of site selection, sales forecasting, facilities planning, cash flow and customer retention to the success of manufacturers, their product lines and the individual dealers within their retail networks**.**

Online/Hybrid Course Outline

This schedule is subject to change by the instructor. Any changes to this schedule will be communicated in class or via class email or Blackboard announcement. Additional readings and activities may be added, these will be noted in the Readings and Activities/Assignments sections. Please read Technology Requirements below.

Schedule	Topic	Activities	Due Date*
Week 1	- Why this matters - Key terms - Not your father's auto industry: Think globally + When does your car stop being a car because it's now an extension of your home that happens to have wheels - Perspectives on the industry: Its Products, Channels, Supply Chains & Geography - Compare/contrast industries with similar channels & characteristics: automotive aftermarket, heavy duty trucks, recreational vehicles & boats, heavy equipment, agricultural equipment - Career opportunities in automotive and related industries - Links/additional information	- Read chapter 1 of text - Watch video: A history of the U.S. car business (CarMind/YouTube) - Assignment: The global players - Experiential component: Read Dealership Design Project - Participate in Discussion 1 - Complete Quiz 1	03/26/2017 11:55p.m. Central time
Week 2	- The market: Size & scope, 4Ps - Key terms - Products: More than a machine: Your car is jewelry that you drive - Price: Monroney Labels, the internet, supply & demand - Place: Distribution networks (Dealerships: multiple businesses within a business) - Promotion: Marketing/Advertising /Merchandising - Links/additional information	- Read chapter 2 of text - Watch video: Great cars are great art (Chris Bangle/TED) - Investigate (self-directed research): - Why does Apple think your car is the ultimate mobile device and why do they care? - Participate in Discussion 2 - Complete Quiz 2	04/02/2017 11:55p.m. Central time
Week 3	- Porter's Five Forces at work - Barriers to entry - Strength of buyers/sellers - Competition - Tesla, disruption & disintermediation - Key terms - KPIs - Links/additional information	- Read chapter 3 of text - Watch video: A new ecosystem for electric cars (Shai Agassi/TED) - Watch video: Google's driverless car (Sebastian Thrun/TED) - Participate in "MIT Beergame" Supply Chain simulation (or alternate activity) - Submit preliminary Dealership Design plan to instructor for comments - Participate in Discussion 3 - Complete Quiz 3	04/09/2017 11:55p.m. Central time
Week 4	- Franchise agreements & SSAs - Key terms - The General Motors Sales & Service Agreement as an industry template - Responsibilities and protections for all parties - Links/additional information	- Read chapter 4 of text - Watch video: Better baby care – thanks to Formula 1 (Peter van Manen/TED) - Watch video: Surprising stats about child car seats (Steven Levitt/TED) - Continue preparation of Dealership Design Project w/ Dealership Manager interviews - Participate in Discussion 4 - Complete Quiz 4	04/016/2017 11:55p.m. Central time

Week 5	- Financial factors - Working capital - Cash cycle and cash flow - Inventories - Financial reporting - Variable Operations/Fixed Operations - Profit centering - KPIs - Links/additional information	- Read chapter 5 of text - Watch video: How to solve traffic jams (Jonas Eliasson/TED) - Watch video: Take turns (a new traffic sign) (Gary Lauder/TED) - Participate in Discussion 5: Presentations of Design Projects - Complete Quiz 5	04/23/2017 11:55p.m. Central time
Week 6	- Operational factors: Variable Operations - Key terms - The sales/service/sales cycle - The essential role of Remarketing - Remarketing channels - Buy Here/Pay Here - Disruption of the cycle: The Aftermarket - Employee retention strategies - Customer retention strategies - KPIs - Links/additional information	- Read chapter 6 of text - Watch video: If cars could talk, accidents might not happen (Jennifer Healey/TED) - Participate in Discussion 6: - Presentations of Design Projects continued - Complete Quiz 6	04/30/2017 11:55p.m. Central time
Week 7	- Operational factors: Fixed Operations - Key terms - Service & time as inventory - Parts & inventory management - Intervening in the sales cycle - Employee retention strategies - Customer retention strategies - KPIs - Links/additional information	- Read chapter 7 of text - Watch video: Making a car for blind drivers Dennis Hong/TED) - Watch video: How a driverless car sees the road (Chris Urmson/TED) - Participate in Discussion 7 - Complete Quiz 7	05/07/2017 11:55p.m. Central time
Week 8	- Into the future - The evolving nature of the product - Our evolving relationship with the product - The evolving needs of society - Career opportunities in automotive and related industries redux - Links/additional information	- Read chapter 8 of text - Watch video: The future of cars (Larry Burns/TED) - Watch video: A future beyond gridlock (Bill Ford/TED) - Participate in Discussion 8 - Complete Quiz 8	04/14/2017 11:55p.m. Central time
		Final Exam (comprehensive)	

*Note: Discussions are an important component of the course. *Participation across a minimum of three days in each week is required.* See the grading rubric for details.

Course Evaluation Methods

This course will utilize the following instruments to determine student grades and proficiency of the learning outcomes for the course.

Evaluation categories:

Discussions
100 points each
See the grading rubric for Discussions.

Quizzes and assignments
100 points each

Projects
100 points each
May include writings, student-led investigations and/or simulations.

<u>**Exams**</u>
100 points each
Final exam: Comprehensive. Time limit to be announced.

Scores on category components will be averaged. Category averages will be weighted as indicated in grading matrix below to yield the total score for the course. (For example, all quiz/assignment scores will be averaged and that average category score will contribute to the total course score with the weight indicated in the matrix below).

Grading Matrix:

Activities/Assignments	Value (percentages)
Quizzes & assignments	40
Discussions	20
Project(s)	20
Final exam	20
Total:	**100%**

<u>**Grade Determination**</u>
A = 90% or better
B = 80 – 89 %
C = 70 – 79 %
D = 60 – 69 %
F = less than 60%

This syllabus is subject to change.

University Policies and Procedures

Students with Disabilities (ADA Compliance):

Chapter 7(7.004) Disability Accommodations for Students

The University of North Texas at Dallas makes reasonable academic accommodation for students with disabilities. Students seeking accommodations must first register with the Disability Services Office (DSO) to verify their eligibility. If a disability is verified, the DSO will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time, however, DSO notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet/communicate with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information see the Disability Services Office website at http://www.untdallas.edu/disability. You may also contact them by phone at 972-338-1777; by email at UNTDdisability@untdallas.edu or at Building 2, room 204.

Blackboard Learn Accessibility Statement:
University of North Texas at Dallas is committed to ensuring its online and hybrid courses are usable by all students and faculty including those with disabilities. If you encounter any difficulties with technologies, please contact our ITSS Department. To better assist them, you would want to have the operating system, web browser and information on any assistive technology being used. Blackboard Learn course management system's accessibility statement is also provided: http://www.blackboard.com/Platforms/Learn/Resources/Accessibility.aspx

NOTE: Additional instructional technology tools, such as Turnitin, Respondus, Panopto, and publisher cartridge

content (i.e. MyLab, Pearson, etc.) may NOT be fully ADA compliant. Please contact our Disability Office should you require additional assistance utilizing any of these tools.

Course Evaluation Policy:
Student's evaluations of teaching effectiveness is a requirement for all organized classes at UNT Dallas. This short survey will be made available to you at the end of the semester, providing you a chance to comment on how this class is taught.

Assignment Policy: (According to the instructor's discretion while working in concert with the division/program's guidelines).

Exam Policy: (Online exams and the ability to retake is solely at the instructor's discretion). NOTE: Online exams may be proctored on campus per instructor's discretion.

Academic Integrity:
Academic integrity is a hallmark of higher education. You are expected to abide by the University's code of Academic Integrity policy. Any person suspected of academic dishonesty (i.e., cheating or plagiarism) will be handled in accordance with the University's policies and procedures. Refer to the Student Code of Academic Integrity at
http://www.untdallas.edu/sites/default/files/page_level2/pdf/policy/7.002%20Code%20of%20Academic_Integrity.pdf
for complete provisions of this code.

Academic dishonesty includes, but is not limited to, cheating, plagiarizing, fabrication of information or citations, facilitating acts of dishonesty by others, having unauthorized possession of examinations, submitting work of another person or work previously used without informing the instructor, or tampering with the academic work of other students.

Web-based Plagiarism Detection: Please be aware in some online or hybrid courses, students may be required to submit written assignments to Turnitin, a web-based plagiarism detection service, or another method. If submitting to Turnitin, please remove your title page and other personal information.

Classroom Policies

Online Attendance and Participation: The University attendance policy is in effect for this course. Class attendance in the Blackboard classroom and participation is expected because the class is designed as a shared learning experience, and because essential information not in the textbook will be discussed in the discussion board. Online presence and participation in all class discussions is essential to the integration of course material and your ability to demonstrate proficiency.

Attendance for this online or hybrid course is considered when you are logged in and active in Blackboard, i.e., posting assignments, taking quizzes, or completing Discussion Boards. To maintain financial aid award eligibility, activity must occur before the census date of the session or term of the course. Refer to
http://www.untdallas.edu/registrar for specific dates. If you are absent/not active in the course shell, it is YOUR responsibility to let the instructor know immediately, upon your return, the reason for your absence if it is to be excused. All instructors must follow university policy 7.005 covering excused absences; however, it is the instructor's discretion, as outlined in the course syllabus, of how unexcused absences may or may not count against successful completion of the course

Inclement Weather and Online Classes: Online classes may or may not be affected by campus closures due to inclement weather. Unless otherwise notified by your instructor via e-mail, online messaging, or online announcement, students should assume that assignments are due as scheduled.

Online "Netiquette: In any social interaction, certain rules of etiquette are expected and contribute to more enjoyable and productive communication. Emails, Discussion Board messages and/or any other forms of written

communication in the online environment should use proper "netiquette" (i.e., no writing in all caps (usually denotes yelling), no curse words, and no "flaming" messages (angry, personal attacks).

Racial, ethnic, or gender slurs will not be tolerated, nor will pornography of any kind.

Any violation of online netiquette may result in a loss of points or removal from the course and referral to the Dean of Students, including warnings and other sanctions in accordance with the University's policies and procedures. Refer to the Student Code of Student Rights Responsibilities and Conduct at http://www.untdallas.edu/osa/policies. Respect is a given principle in all online communication. Therefore, please be sure to proofread all of your written communication prior to submission.

Diversity/Tolerance Policy: Students are encouraged to contribute their perspectives and insights to class discussions in the online environment. However, offensive & inappropriate language (swearing) and remarks offensive to others of particular nationalities, ethnic groups, sexual preferences, religious groups, genders, or other ascribed statuses will not be tolerated. Disruptions which violate the Code of Student Conduct will be referred to the Dean of Students as the instructor deems appropriate.

Technology Requirements: In order to successfully access the materials in an online or hybrid course, UNT Dallas advises that your computer be equipped with the minimum system requirements. The following capabilities are required:
- Read and write documents in either .rtf, .doc or .docx format.
- Read documents in .pdf format.
- Produce slideshows to share presentations with the class. (Can be Microsoft Powerpoint or via a cloud-based link accessible to classmates via internet on same basis used to access the course.

Microsoft Excel is recommended.

Blackboard Learn 9.1 is the platform software for this course. Blackboard Learn supports major web browsers such as Windows Internet Explorer, Apple Safari, Mozilla Firefox, and Google Chrome. However, since the latter two are updated continually, some recent versions may not be compatible. If you experience difficulty accessing or using components of the course, try using Internet Explorer. Also, no matter what browser you use, always enable pop-ups. For more information see:

- http://www.untdallas.edu/dlit/ecampus/requirements
- https://blackboard.secure.force.com/publickbarticleview?id=kAB700000008Oom
- https://learn.unt.edu/bbcswebdav/institution/BrowserCheck/check_full.html

You are responsible for your hardware, software and internet connection. Due dates of deliverables will not be extended and quizzes/exams will not be reset for any cause other than system outage by the UNTD or Blackboard servers. If you believe you were unable to complete a quiz/exam or meet a due date because of a UNT Dallas or Blackboard outage, please report the incident to the Help Desk immediately and forward the case number to the instructor within 24 hours of the event.

Other classroom policies:

1. The class week begins at 12:01 a.m. Central time (U.S.) on each Monday morning and ends at 11:55 p.m. Central on the following Sunday.
2. The official communications channels for this course are the UNT Dallas email accounts for the Instructor, student and the Blackboard course management system. Email from other accounts will not be accepted.
3. Written work must adhere to the following guidelines unless instructed otherwise. Work that is not submitted properly may receive zero points.
   a. Prepare with a computer using Times New Roman font, 12 point size with 1 inch margins on all sides and double spaced. Include a header with your name and date whenever there are multiple pages.
   b. Work submitted electronically must be in one of these Microsoft formats: Word (.doc or .docx), Excel (.xls or .xlsx) or PowerPoint (.ppt or .pptx). If a file can't be opened using Microsoft Office 2010, it will not be graded. (If you prefer working in WordPerfect, contact the instructor in advance.) Use Word unless the assignment calls for a spreadsheet or slide show.

c. Work submitted electronically must have a filename that identifies it. Use the following convention to name your file: course#_your last name_assignment. Example: MGMT4900_Smith_Case 2.

d. Each unit of work must be submitted via its assigned Blackboard drop box unless instructed otherwise.

4. Students are expected to employ standard (American) business writing skills in written assignments. Grammar, spelling and punctuation matter because they matter in most business and professional situations. Deficiencies will negatively impact an assignment's grade. Help is available—if you need it, ask.

5. A grading rubric for Discussions is provided and students are advised to refer to it for information on grading practices *including minimum participation requirements*. Note that a score of zero points will be posted to the grade book for any Discussion assignment for which minimum participation requirements are not met. Minimum participation requirements for a Discussion assignment include: Minimum of four posts (at least one of which must be original) made over at least three separate days. See the Grading Rubric for Discussions for full details.

6. Late work will not be accepted and make-ups will not be allowed.

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