

# UNC Business Essentials Participant Agreement

## Certificate Requirements/Grading

In order for a participant to successfully complete the program and receive the UNC Business Essentials certificate, the participant must:

- Complete the program within four months of their start date
- Complete all six courses with a passing grade of 75% in each course:
  - Course 1: Introduction to Business
  - Course 2: Financial Accounting
  - Course 3: Economics and Finance
  - Course 4: Marketing
  - Course 5: Business Operations
  - Course 6: Business Communication\* (see separate grading rubric for communication course below)
- Successful completion of a course (excluding Business Communication) is determined by the following grading rubric:
  - Lessons: minimum viewing time of one minute each. We highly recommend each participant spend significantly more time than this on each lesson.
  - Activities: worth 10% of the total grade. Activities may be retaken as many times as a participant wishes and are excellent learning tools. We highly recommend each participant retake activities until they earn 100%.
  - Quizzes: worth 10% of the total grade. Quizzes may be retaken as many times as a participant wishes and are another excellent learning tool. We highly recommend each participant retake quizzes until they earn 100%.
  - Final Discussion Board: worth 30% of the total grade. A participant will submit an answer and the submission will be graded by the Tutor. A participant will earn:
    - 0% if the answer is not on topic and/or not relevant to the question asked.
    - 50% if the answer is on topic and relevant to the question, but the answer is incorrect. In this case only, a participant will have the opportunity to submit one revised answer. That revision will be graded and that grade will be final.
    - 100% if the answer is on topic, relevant to the question and is correct.
    - Participants will be permitted two attempts at the Final Discussion Board question.
  - Final Exam: worth 50% of the total grade. Final Exams can only be taken once. A participant indicates they are finished by clicking the "submit" button. Once this is done, a participant cannot change their answers. If the participant does not pass the course, they cannot retake the final exam.

\*Business Communication – This course is not Tutored. Successful completion is determined by the following grading rubric:  
50% activities  
50% unit quizzes

## Duration Limits

Each course takes approximately six to ten hours to complete. To successfully complete the UNC Business Essentials program with a passing grade in each course, a participant should allow two to four months to complete the program. If a participant does not successfully complete the program within four months of their start date, the participant will not receive the certificate and will not receive a refund. Participants who experience an unavoidable interruption in their schedule that prevents them from completing the program within four months may request a temporary inactive status from the UNC Business Essentials team. If this inactive status is granted, the participant will then be reactivated upon request and have up to a maximum of four months from that date to complete the program. If the participant does not request to be reactivated within twelve months, the participant will not receive the certificate and will not receive a refund.

## Petition Process

If a participant does not meet the requirements to pass the program (e.g., fails one or more required courses) or if a participant does not successfully complete the program within four months, the participant may choose to petition the UNC Business Essentials team for more time or a chance to retake a course. To do this, the participant must perform the following:

- If a participant failed a course: email their request to [ube@unc.edu](mailto:ube@unc.edu) no later than one month from the date the participant failed the course.
- If a participant does not complete the program within four months: email their request to [ube@unc.edu](mailto:ube@unc.edu) no later than one month from the date their program time expired (i.e., five months from the participant's start date).
- The email request should be detailed and must include:
  - Participant's name and ID
  - Reason for request (e.g., failed course or need more time)
  - Request (e.g., retake Marketing course or need additional two weeks to complete the program)
  - Why the UNC Business Essentials team should grant the request (e.g., illness with medical proof)

The participant will receive a response within two business days that the request has been received. The participant will receive a grant or denial decision within two weeks of the request being received. All decisions are final.

**Required Technology**

All required program materials are located in our customized learning environment (Canvas). Only desktops and laptops with a supported web browser and active internet connection are capable of working with our content, currently. Mobile devices (tablets and smart phones) are not supported at this time. Please see the list of supported browsers at <http://guides.instructure.com/m/67952/l/720329-which-browsers-does-canvas-support>.

**Refund Policy**

Participants who withdraw before their anticipated start date will receive a full refund less \$300 non-refundable deposit. Participants who withdraw after their start date through the fifth day after that start date will receive a 50% refund, less \$300 non-refundable deposit. Participants who withdraw after the fifth day after their start date will not be eligible for a refund. Please note that ceasing to log in or notifying a Tutor that you are withdrawing does not constitute official withdrawal. Credit card payment refunds must be credited to the same credit card.

UNC Business Essentials reserves the right to remove a participant from the program in the event of inappropriate participant conduct. Examples would include inappropriate comments on discussion boards, plagiarism on any evaluative exercises, or providing access to the program for others not enrolled. In the event a participant is removed from the program, no refund will be granted nor certificate earned. Participants have a right to appeal this decision following the steps outlined in the petition process.

**Employers Verification of Certification**

When a participant successfully completes the UNC Business Essentials requirements, they should list their achievement on their résumé and job application as:

**UNC Business Essentials Certificate  
Kenan-Flagler Business School, The University of North Carolina at Chapel Hill**

If employers need verification that a participant successfully completed the program, they may call, email, or write to:

UNC Business Essentials Program Manager  
1-866-821-9458  
[ube@unc.edu](mailto:ube@unc.edu)

UNC Business Essentials Program Manager  
Kenan-Flagler Business School  
Campus Box 3445, Rizzo Center  
Chapel Hill, NC 27599-3445

The UNC Business Essentials team cannot share a participant's course grades without their consent but will gladly verify a participant's status as pass or fail.

**Participant Information Policy**

UNC Business Essentials respects the privacy of participants. We will only use your participant information to inform you about upcoming programs and opportunities, to grant you access to UNC Kenan-Flagler Business School events, and to request feedback.

**My responsibilities as a participant:**

- Have the technology necessary to complete the course.
- Have the computer skills necessary to complete the course. I am familiar with netiquette, language, how to use a discussion board, etc.
- Complete in its entirety the on-boarding kit that will be sent to me.
- Understand that online learning is different than classroom learning and requires me as a participant to manage my pace and time, be learner driven, and disciplined.
- Take responsibility for my learning and login on a regular basis.
- Understand the duration requirements for the program.
- Be aware of the penalties if I do not complete the program within the required time.
- Understand the recommended flow of the program.
- Understand that there is a tutor and other class members present who will be contributing to discussion boards.
- Understand that sharing information with other participants except on UNC Business Essentials discussion boards is prohibited.
- Be aware of and understand how my course grade will be calculated.
- Be aware of the pass/fail and refund policies in connection with this program.

## **Attachment A**

### **Additional Terms and Conditions:**

1. **LAWS AND REGULATIONS.** Your access to and use of the website ("Site") required to complete the UNC Business Essentials program is subject to all applicable international, federal, state and local laws and regulations. You agree not to use the Site in any way that violates such laws or regulations.
2. **COPYRIGHT AND TRADEMARKS.** The information available on or through this Site, along with all graphics, images, text, information, sounds and other content (collectively "Content") is the property of UNC Business Essentials, or its licensors, and is protected by copyright, trademark, service mark and other intellectual property laws. Users may not modify, copy, distribute, transmit, display, publish, sell, license, create derivative works or otherwise use any Content available on or through these sites for commercial or public purposes. All rights, title and interest in the trade dress, selection, coordination, arrangement and enhancement of the Content are specifically reserved to UNC Business Essentials or its licensors. Permission is granted to electronically copy and print hard copies of pages from the Site solely for completion of the UNC Business Essentials Program and any such copies must bear the copyright notice included on each Web page. You may not "deep link" or frame any pages on the sites. Participants may not use the trademarks, logos and service marks ("Marks") associated with the sites for any purpose, including, but not limited to use as "hot links" or metatags in other pages or sites on the World Wide Web without the written permission of UNC Business Essentials or its licensor. Questions concerning trademark ownership, usage, or infringement should be directed to [ube@unc.edu](mailto:ube@unc.edu)
3. **TAMPERING.** You agree not to modify, move, add to, delete or otherwise tamper with the information contained in the Site. You also agree not to decompile, reverse engineer, disassemble or unlawfully use or reduce any of the software or other proprietary information contained in the Site.
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8. **USER ACCOUNTS.** You are responsible for maintaining the security of any password, user ID, or other form of authentication involved in obtaining access to password protected or secure areas of the Site. You may not make this password available to others or use the password(s) of others to gain access to such areas. If you think you have compromised your password, you must contact UNC Business Essentials immediately. In order to protect you and your data, UNC Business Essentials may suspend your use of any Site, without notice, pending an investigation, if any breach of security is suspected.
9. **ACCESS TO PASSWORD PROTECTED/SECURE AREAS.** Access to and use of any password protected or secure area of the Site is restricted to authorized users only. Unauthorized access to such areas is prohibited and may lead to criminal prosecution.
10. **JURISDICTION/GOVERNING LAW.** These terms and conditions shall be governed and construed in accordance with the laws of the State of North Carolina, USA, and applicable federal laws without regard to conflicts of law principals.
11. **CONTACT INFORMATION.** UNC Business Essentials, Kenan-Flagler Business School, Campus Box 3445, Rizzo Center, Chapel Hill, NC 27599, telephone 1-866-821-9458