

Participant Agreement

As a participant, I am responsible for:

- Reading the Participant Agreement in its entirety.
- Having the technology necessary to complete the course.
- Having the computer skills necessary to complete the course and being familiar with netiquette, language, how to use a discussion board, etc.
- Understanding that sharing information not related to UNC Business Essentials on discussion boards is prohibited.
- Understanding that online learning is different than classroom learning and requires me to manage my pace and time, be self-driven, and be self-disciplined.
- Taking responsibility for my learning and log in on a regular basis.
- Understanding the duration requirements for the program.
- Understanding the recommended flow of the program.
- Understanding that there are tutors and other class members who will be contributing to discussion boards.
- Understanding how my course grade will be calculated.
- Being aware of the penalties if I do not complete the program within the required time.
- Being aware of the petition and refund policies in connection with this program.

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>.

Program Completion & Grading Rubric

In order 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
- Receive a passing grade of 75% or higher in all six courses

Course Outline

- 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

Assignment Criteria

Courses 1 -5 are tutored and are made up of lessons, activities, quizzes, discussion board participation, and final exams. Course 6 is **not** tutored and is made up of activities and quizzes. Criteria and weight are defined below.

Lessons – Participants should spend as much time as necessary reviewing lessons until they are confident with the material covered.

Activities – 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 – 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 – Participants will submit an answer, to be graded by the tutor. Submissions will receive one of three grades:

- *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, 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 correct.*

Final Exam – Participants indicate they are finished by clicking the ‘submit’ button. Once this is done, a participant may not change their answers and may not retake the exam.

Grading Rubric

A final grade for each course must be 75% or higher to be considered passing. Final grades are calculated according to the weighting rubric below.

	Tutored	Activities	Quizzes	Final Discussion Board	Final Exam
Courses 1 - 5	Yes	10%	10%	30%	50%
Course 6	No	50%	50%	N/A	N/A

Program Duration

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.

Petition Process

If a participant does not meet the requirements to pass the program (e.g., fails one more required courses; anticipates needing longer than the allotted four months), the participant may choose to petition the UNC Business Essentials team for an exception.

Resubmitting Coursework

Requesting a second opportunity to submit a discussion board post may be done by emailing ube@unc.edu. Requests should be made no later than one month from the date participant received unsatisfactory grade, and not after a participant's assigned completion date.

Program Extensions

Participants may request a program extension by emailing ube@unc.edu at least two weeks prior to assigned completion date. If granted, program extensions are limited to one instance per participant and for a maximum of two months.

Unavoidable Interruption

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 have up to FOUR months to reactivate their coursework and have a maximum of four months from that date to complete the program. If the student does not request to be reactivated within four months, the participant will not receive the certificate and will not receive a refund.

Requests submitted after a participant's assigned completion date will be rejected.

Submitting a Petition

When submitting a petition, the email request should be detailed and must include:

- Participant name and user 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)

Participants will receive confirmation that a request has been received within two business days. The participant will receive a response granting or denying a petition within two weeks of the request confirmation. All decisions are final.

Program Certificate

Upon completion of UNC Business Essentials, participants will receive a certificate from Kenan-Flagler Business School in the form of a digital credential that can be attached to your LinkedIn profile.

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

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

Employer Verification of Certification

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

UNC Business Essentials Program Manager
ube@unc.edu
1-800-UNC-EXEC

The UNC Business Essentials team cannot share a participant's course grades but will gladly verify a participant's status as pass or fail. Alternatively, we will provide a grade sheet directly to the student, if requested.

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 their fifth day of enrollment will receive a 50% refund, less \$300 non-refundable deposit.

Participants who withdraw after their fifth day of enrollment 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.

Participant Removal

UNC Business Essentials reserves the right to remove a participant from the program in the event of inappropriate participant conduct. Examples of such conduct 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.

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.

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

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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.

4. THIRD PARTY INFORMATION. Some of the information on the Site is supplied by independent third parties. UNC Business Essentials is not responsible for such content.

5. LINKS FROM THIRD PARTY SITES. UNC Business Essentials prohibits unauthorized links to the Site and the framing of any information contained on the Site or any portion of the Site. UNC Business Essentials reserves the right to disable any unauthorized links or frames. UNC Business Essentials does not carry responsibility or liability for any material on other Web sites that may contain links to this Site.

6. NO WARRANTIES. Information and content provided on or through this site, whether original to UNC Business Essentials or from third parties, are provided "as is" without warranty of any kind, either express or implied, including without limitation warranties of merchantability, fitness for a particular purpose, and non-infringement. UNC Business Essentials does not make any warranties or representations as to accuracy or completeness of information on this site. UNC Business Essentials periodically adds, changes, improves, or updates the information and documents on this site without notice. UNC Business Essentials does not represent or warrant that your use of the site will be uninterrupted, error free, secure, free of viruses or other harmful materials. Your use of this site is at your own risk.

7. LIMITATION OF LIABILITY. Under no circumstances shall UNC Business Essentials be liable for any damages suffered by you, including, without limitation, any direct, indirect, incidental, special, consequential or punitive damages (including, without limitation, loss of information, programs or other data) that result from access to, use of, or inability to use this site or due to any breach of security associated with the transmission of information through the internet, even if UNC Business Essentials was advised of the possibility of such damages. This limitation of liability applies whether the alleged liabilities are based on contract, tort, negligence, strict

liability or any other basis. The entire aggregate liability of UNC Business Essentials for all claims under any provision herein shall not exceed \$100. Because some jurisdictions do not allow the exclusion or the limitation of incidental or consequential damages, UNC Business Essentials online liability in such jurisdictions shall be limited to the extent permitted by applicable law.

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 1-800-UNC-EXEC.