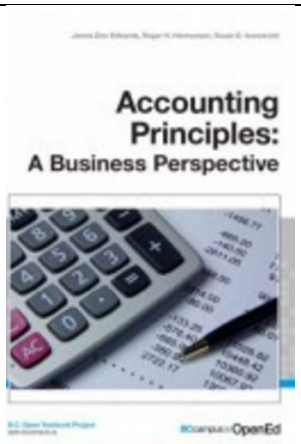
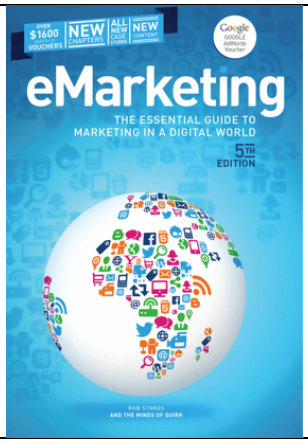
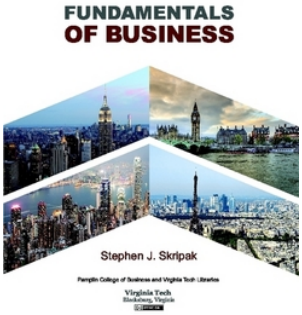
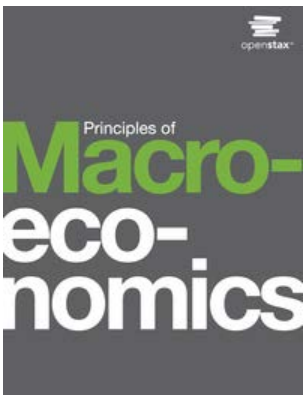
Open Educational Resources (OER)

Getting Started for UTA's College of Business

1		Accounting Principles: A Business Perspective uses annual reports of real companies to illustrate many of the accounting concepts in use in business today. Gaining an understanding of accounting terminology and concepts, however, is not enough to ensure your success. You also need to be able to find information on the Internet, analyze various business situations, work effectively as a member of a team, and communicate your ideas clearly. This text was developed to help you develop these skills.
2		*Business Communication for Success* provides a comprehensive, integrated approach to the study and application of written and oral business communication to serve both student and professor. This series features chapters with the following elements: • Learning Objectives • Introductory Exercises • Clear expectations, relevant background, and important theories • Practical, real-world examples • Key Takeaways or quick internal summaries • Key terms that are easily identified • In-chapter assignments • Post-chapter assessments linked to objectives and skills acquisition
3		eMarketing: The Essential Guide to Marketing in a Digital World is a newly updated edition based on Quirk's unique Think, Create, Engage, Optimise structure and processes. It includes chapters on the latest marketing trends as well as updated facts and figures and all new real-world case studies showing the application of digital best practice.

OER Defined: Open educational resources (OER) are free teaching and learning materials that are licensed to allow for revision and reuse. They can be fully self-contained textbooks, videos, quizzes, learning modules, and more.

4		Virginia Tech Libraries and the Pamplin College of Business are pleased to announce publication of Fundamentals of Business, a full color, 440+ page free online textbook for Virginia Tech's Foundations of Business course. This Virginia Tech course averages 14 sections with over 700 students in Fall semesters. The textbook is an open educational resource, and may be customized and redistributed non-commercially with attribution.
5		Principles of Macroeconomics covers the scope and sequence for a one-semester economics course. The text also includes many current examples, including: the housing bubble and housing crisis, Zimbabwe's hyperinflation, global unemployment, and the appointment of the United States' first female Federal Reserve chair, Janet Yellen. The pedagogical choices, chapter arrangements, and learning objective fulfillment were developed and vetted with feedback from educators dedicated to the project. The outcome is a balanced approach to economics, to both Keynesian and classical views, and to the theory and application of economics concepts. Current events are treated in a politically-balanced way, as well.

Additional Information

- Browse additional open textbooks at the Open Textbook Library: https://open.umn.edu/opentextbooks/
- Visit UTA Libraries' Introduction to OER to view examples, locate OER repositories, and more: http://libguides.uta.edu/oer
- Contact Michelle Reed at michelle.reed@uta.edu for personalized assistance with discovering, adapting, or creating OER to meet the learning objectives in your courses.
- Learn more about the UTA CARES Grant Program, which provides financial and technical support for projects that advance open education: http://libguides.uta.edu/utacares/grants

OER Reporting Requirements

If the total cost per student for all required resources in a course is $25 or less, report your resource use via the OER and low-cost adoption forms linked from the UTA CARES guide: http://libguides.uta.edu/utacares/report. Courses that use resources within this price range will be marked in the schedule of classes with the appropriate "free" or "low cost" course attribute in compliance with Texas Senate Bill 810.

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