



DILLARD COLLEGE **Business Administration**

A Member of the Texas Tech University System

SYLLABUS: Foundations of Business - BUAD 1033, Section 10X

Semester 2024

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Course Materials (required)

- Desire2Learn course site (<https://d2l.msutexas.edu>)
- Mikes Bikes Simulation access code: available for purchase at the MSU Bookstore or can purchase directly from SmartSims.com from web link listed on introductory email.
- McGraw-Hill Connect Access and Textbook: Understanding Business: 2024 Release, ISBN10: 1266645152 | ISBN13: 9781266645150, by Susan McHugh, Jim McHugh and William Nickels

Required digital materials for this course are part of the Courseware Access and Affordability Program at MSU Texas. Students are charged for required course materials on their student account with the Business Office.

Any students who wish to opt-out of the Program and purchase the required course materials on their own must do so based on instructions sent to you. Opt-out instructions are sent to students' official my.msutexas.edu email address after the first day of class. Please contact the MSU Bookstore if you have any questions about the opt-out process.

Course Description

A general survey course introducing the functional areas of business. This course is designed to provide the beginning student with an introduction to the various business disciplines and demonstrate their interrelationships. Common business language and professional presentations as well as ethical issues are also introduced.

General Learning Goals:

- Demonstrate problem solving and decision-making abilities through the critical analysis, evaluation, and interpretation of business information.
- Establish competency in speaking and writing for common business scenarios.
- Be able to utilize available technology for common business applications.
- Demonstrate ethical reasoning skills within a business environment.
- Understand the influence of global and multicultural issues on business activities.

Course Specific Learning Goals:

After completing this course, students should be able to:

- Realize the scope of the business environment, both domestically and internationally.
- Learn to communicate business analyses effectively in both oral and written measures.

- Understand the types and functions of various economic systems, defining the roles of supply and demand, competition, and government intervention in the economy.
- Identify the role of entrepreneur.
- Recognize the basic definitions and interaction of multiple business disciplines, i.e., economics, management, marketing, operations management, business legal principles, and risk management.
- Apply business knowledge in order to address real-world problems/answer real world questions.
- Recognize different leadership styles and motivational theories.

Desire2Learn (D2L)

This is the website for the course. Students are expected to check this website for important course information, course documents, and correspondence from the instructor regularly.

Attendance Policy:

Since this course is taught asynchronously over the web, we have no regular scheduled meeting times, and therefore no required in-classroom attendance. Your grade is completely determined by your work and participation. In lieu of a normal physical attendance policy based on absences, your attendance will be measured by your assignments being turned in on time and participation in class discussion boards. As such, missing any three assignments or failing to login to the class web site for two consecutive weeks is equivalent to three unexcused absences, and in accordance with the Student Handbook and Undergraduate Catalog, can result in being administratively withdrawn from the course, which results in a grade of "F". D2L allows me to document each time you log into the course and what messages you have read in the discussion board.

Late Work, Makeup Work and Other Related Policies

Students are responsible for maintaining a reliable internet connection for accessing course materials and submitting assignments. All assignments, quizzes, and group projects must be completed by their designated due dates, which will be clearly outlined in the Tentative Course Schedule. Late work is generally not accepted. Failure to submit assignments or adequately contribute to group work will result in a zero.

Students are expected to manage their time effectively to complete assignments and fully participate in group projects. If a student anticipates a scheduling conflict or emergency that may prevent timely completion of an assignment or quiz, they must contact the instructor in advance to discuss possible alternative arrangements.

File Submission

All course files must be submitted through the D2L platform in PDF or Microsoft Word document format. Please do not submit assignments directly to the instructor unless specifically instructed.

Detailed instructions for submitting assignments can be found in the project guidelines posted in D2L. Please note that the instructor reserves the right to modify due dates as needed. Any changes will be announced in class and posted on D2L.

Grading and Evaluation

Online courses offer the flexibility to learn at your own pace, but this freedom requires strong time management skills and active participation. To ensure success in this course, students must effectively manage their time and adhere to assignment deadlines. All assignments, including

quizzes, group projects, and class discussions, must be submitted or participated in by their due dates. Late work, including late submissions or non-participation in group projects or discussions, will not be accepted unless prior arrangements and approval have been made with the instructor.

Procrastination can significantly impact student performance. To maximize learning and achieve desired outcomes, students are encouraged to stay current with course materials, complete assignments promptly, actively participate in class discussions, and seek clarification when needed. By adopting effective time management strategies and engaging fully in the course, students can optimize their learning experience.

Ungraded Elements

There is not a grade assigned to these particular elements, but you are expected to complete them as part of your overall class participation:

- Get started assignment, Get started quiz, introduction message board post

Graded Elements

Student performance will be assessed using the following elements:

Element	Points
Personal Bio	30
MikesBikes Business Simulation - Getting Started	30
MikesBikes Business Simulation - Single-Player	30
MikesBikes Business Simulation - Multi-Player	40
MikesBikes Multi-Player Group - Final Presentation	120
Reading assignments (5 pts ea.)	60
Quizzes (10 @ 15 pts ea.)	150
Resume	50
Career Interview Assignment	75
Professional Networking	15
Total Available Points	600

Grades will be determined on the basis of the total points earned. Letter grades will be given according to the following scale:

Letter Grade	Points Earned
A	600 - 540
B	539 - 480
C	479 - 420
D	419 - 360
F	< 360

In order to help students to keep track of their progress toward the course objectives, the instructor for this class will provide a Midterm Progress Report on WebWorld of the students that are at risk of

earning an D or an F in this class. Midterm grades will not be reported on the students' transcript; nor will they be calculated in the cumulative GPA. They simply give students an idea of where they stand at the midpoint of the semester. Students earning below a C at the midway point should see the instructor as soon as possible to discuss about strategies (e.g., tutoring) that can contribute to earning a better grade.

Quizzes

Students will have approximately one week to complete a 10-question multiple-choice quiz. Quiz questions will cover material presented in class materials and guest speaker presentations.

Once started, you will have 15 minutes to finish the quiz and submit your answers.

Only the top 10 quiz grades will be counted towards your final grade. If there are more than 10 quizzes given, the lowest scores will be dropped. Please make sure to attend class, check D2L for announcements and pay attention to what is being presented and discussed.

Quizzes may be given without prior notice and will cover material from class and guest speaker presentations. **NO MAKEUP QUIZZES** will be allowed, including students who are tardy.

Business Simulation (Smart Sims Mikes Bikes)

This course will incorporate the Mikes Bikes business simulation to provide hands-on experience in managing a virtual bike company. You will make real-world decisions about pricing, marketing, production, distribution, finance, and product development. As you navigate the simulation, you will learn to analyze market trends, make strategic choices, and measure the impact of your decisions on the company's performance. Participate in the simulation both individually and as part of a team/group is requirement for this class.

You will receive an introductory email from help@smartsims.com during the first week of the semester. Use the login credential outlined in the email To access the simulation and pay required access fees. Simulation fees can be paid directly through your SmartSims.com login or purchasing an access code through the MSU Texas bookstore.

Mikes Bikes Single Player Introduction

In order to prepare for the business simulation, each student will participate in the Mikes Bikes simulation in the single player introduction.

During the single-player part, the student will have the opportunity to become familiar with how Mikes Bikes simulation works and will get to experiment with making decisions that do not affect the outcome of the team experience.

The single player simulation game will be conducted prior to the student being placed in their group for the competitive multi-player portion of the actual simulation. Grading will be done on a completed/not completed basis, with only minimal to moderate emphasis placed on company performance. This is simply an exercise for you to become familiar with the simulation and get a basic understanding of how the decisions affect the company bottom line.

Mikes Bikes Competitive Rounds (multi-player group activity)

During the competition rounds of the simulation you will be grouped into teams of 3-4 depending on the class size. Each team must actively collaborate with group members to make decisions and decided the future of your virtual company. The team with the highest shareholder value at the end of the term will receive 10 bonus points, while the second highest team will receive 5 points.

At the end of the course, each group will be responsible for giving a 10-minute video presentation about their company on the video conferencing platform of the instructors choosing. The purpose of the final presentation for the MikesBikes Introduction to Business Simulation is to provide students with an opportunity to demonstrate their understanding of the company's operations and finances, as well as their ability to launch new products into new markets.

There will be grades for the oral part of the presentation, written part of the presentation, Individual participation and your professional appearance. All group members are required to speak and play an active role in the presentation. PowerPoint or Prezi is the preferred method for presentation delivery. More details on the content and structure of the presentation will be discussed in class.

Business Communications Assignments

Understanding how to properly communicate is one of the keys to being successful in the business world. In this class, each student will be required to submit examples that show the student has mastered the basics of business communication. Please see the information below about specific assignments that relate to business communications.

Digital Professional Networking Platforms

Professional networking is vital for career success because it offers diverse opportunities, knowledge sharing, skill development, emotional support, visibility, collaboration chances, and access to decision-makers. It aids in career progression, provides industry insights, and enhances personal branding by fostering meaningful relationships. Ultimately, networking is an investment that yields significant benefits for one's career growth and advancement.

All students need to create and maintain accounts on the MSU Texas Handshake job marketplace website and one additional professional networking site, such as LinkedIn.

Career Interview

Each student will be required to interview a professional working in their desired field of employment. This individual can be located in Wichita Falls, your hometown, or any other relevant location. While in-person meetings are strongly encouraged, video or conference calls are acceptable alternatives if necessary. You have the freedom to choose any professional in your target field, but the individual should be actively working in that area. More specific instructions about this assignment will be posted on the D2L website.

Professional Resume

This course will assist you in developing a professional resume and learn essential resume-building skills. To assist in this process, you'll gain access to Quinncia.io, a free AI tool designed to help MSU students create strong resumes. Your resume will be assessed based on its timely submission, proper formatting, relevant content, and overall improvement as you incorporate feedback.

Passport (Experiential Learning – Bonus Credit)

If we are able, each student will have the opportunity to attend different business-oriented events throughout the semester. Attending a minimum number of these events can result in bonus points. These are the only potential bonus points offered in this class.

Americans with Disabilities Act

This class follows the guidelines suggested by the Disabilities Support Office for those students who qualify for disability services. For more information, see Midwestern State University Undergraduate Catalog.

Academic Integrity

With regard to academic honesty, students are referred to the “Student Honor Creed” on page 23 of Midwestern State University Undergraduate Catalog, Volume LXXV, Number 2.

Plagiarism will not be tolerated. Any student who plagiarizes on any written assignment will receive a 0 for the assignment and/or course and be referred to the Dean of Students for further disciplinary action.

Professional Conduct

Students in this course should behave in a professional manner at all times. This includes classroom conduct, group interactions, presentations, and correspondence with the instructor. E-mails to the instructor that are not professional will not be answered. Please see the later section of the syllabus for the full professionalism statement of the Dillard College of Business Administration.

Professionalism Statement from the Dillard College of Business Administration

The faculty, staff, and students of the Dillard College of Business Administration are committed to being a “professional” in our words, conduct, and actions. The qualities of a professional include:

A commitment to the development of specialized knowledge:

- Competency in analytical, oral and written communication skills
- Self-discipline
- Reliability
- Honesty and integrity
- Trustworthiness
- Timeliness
- Accountability for words and actions
- Respect for others and other cultures
- Politeness and good manners
- A professional image (professionals look professional)
- An awareness of their environment and adaptability to different settings
- Confidence without arrogance
- A commitment to giving back to your community

Syllabus Changes:

This syllabus is a guide for the course and is subject to change.

Course Content and Outline

Please understand this is only a guideline and some minor details may change! Please check the course calendar on Brightspace/D2L. It will be the official calendar for the class, and any changes or alterations will be noted there as well as on the class discussion board.

(A list of due dates is on the separate table).

Week #	Dates (Fall 2024)	Topic	Class Materials & References
Week 1	Aug 26 – Sept 1	Business Overview Getting Started with MikesBikes Understanding Economics	Text Chapters 1 & 2 SmartSims Business Simulation
Week 2	Sept 2 – Sept 8	What are Stocks and Margins Getting Started with MikesBikes MikesBikes - Year 1 and 2 Decisions	Text Chapter 19 M/B Player's Manual Tutorial Videos for MikesBikes Introduction
Week 3	Sept 9 – Sept 15	MikesBikes - Year 3 and 4 Decisions MikesBikes – Year 5 though 8 Decisions MikesBikes – Single Play wrap-up	SmartSims Business Simulation M/B Player's Manual Tutorial Videos for MikesBikes Introduction
Week 4	Sept 16 – Sept 22	Resumes & Career Management Resumes & Career Management How form a Business	MSU Mustang Survival Guide Quinnia Website Text Chapter 5
Week 5	Sept 23 – Sept 29	Entrepreneurship and Starting a Small Business Marketing and Pricing Goods and Services Effective Promoting/Simulation Day	Text Chapters 6, 14 & 16 SmartSims Business Simulation M/B Player's Manual
Week 6	Sept 30 – Oct 6	Management and Leadership Structuring Businesses for success Distribution and Logistics/Simulation Day	Text Chapters 7, 8 & 15 SmartSims Business Simulation M/B Player's Manual
Week 7	Oct 7 – Oct 13	Production and Operations Management HR and Benefits HR and Benefits/Simulation Day	Text Chapters 9 & 11 SmartSims Business Simulation M/B Player's Manual
Week 8	Oct 14 – Oct 20	Understanding Accounting Business Ethics Social Responsibility of Business/Simulation Day	Text Chapters 4 & 17 SmartSims Business Simulation M/B Player's Manual
Week 9	Oct 21 – Oct 27	Financial Management Money and Banking	Text Chapters 18 & 20 SmartSims Business Simulation M/B Player's Manual
Week 10	Oct 28 – Nov 3	Agribusiness Using Technology and Analytics Business Com. (follow up letters & thank you cards)/Simulation Day	Text Bonus Chapter B SmartSims Business Simulation M/B Player's Manual

Week 11	Nov 4 – Nov 10	Working in the Legal Environment Managing Risk Professional Personal Branding - Simulation Day	Text Bonus Chapters A & C SmartSims Business Simulation M/B Player's Manual
Week 12	Nov 11 – Nov 17	How to set-up and give a business presentation - Final Simulation Day Personal Finance	Text Bonus Chapter D SmartSims Business Simulation M/B Player's Manual
Week 13	Nov 18 – Nov 24	Group Presentations	SmartSims Business Simulation M/B Player's Manual
Week 14	Nov 25 – Dec 1	Thanksgiving	
Week 15	Dec 2 – Dec 8	Group Presentations	SmartSims Business Simulation M/B Player's Manual

Critical Due Dates

*Cutoff time for all due dates is 11:59 PM

Week #	Assignment or Assessment	Due Date*	Complete &/or Submit to
Week 1	Student Bio Assignment	Sunday, Sept. 1, 2024	Submit to D2L Assignment Dropbox
Week 2	Last day to set-up Smartsims M/B account and begin M/B Single-Player version	Sunday, Sept. 8, 2024	Complete on Smartsims.com
	Weekly Homework Reading and Quiz 1	Sunday, Sept. 8, 2024	Complete on D2L
Week 3	M/B Single-Player simulation ends (complete 8 rollover and increase SHV)	Sunday, Sept. 15, 2024	Complete on Smartsims.com
	Weekly Homework Reading and Quiz 2	Sunday, Sept. 15, 2024	Complete on D2L
Week 4	Create Quinncia.io account & upload initial resume to Quinncia account	Sunday, Sept. 22, 2024	Complete on Quinncia.io
	Weekly Homework Reading and Quiz 3	Sunday, Sept. 22, 2024	Complete on D2L
Week 5	M/B Group-Play Meeting and Decision Input: Rollover #1	Friday, Sept. 27, 2024	D2L & Complete on Smartsims.com (Automatic Rollover)
	Submit 1st resume correction to Quinncia account for evaluation.	Sunday, Sept. 29, 2024	Complete on Quinncia.io
	Weekly Homework Reading and Quiz 4	Sunday, Sept. 29, 2024	Complete on D2L
Week 6	M/B Group-Play Meeting and Decision Input: Rollover #2	Friday, Oct.4, 2024	D2L & Complete on Smartsims.com (Automatic Rollover)
	Submit Career Interviewee Information	Sunday, Oct.6, 2024	Submit to D2L Assignment Dropbox
	Weekly Homework Reading and Quiz 5	Sunday, Oct.6, 2024	Complete on D2L
Week 7	M/B Group-Play Meeting and Decision Input: Rollover #3	Friday, Oct.11, 2024	D2L & Complete on Smartsims.com (Automatic Rollover)

Week 7	Submit 2nd resume correction to Quinncia account for evaluation.	Sunday, Oct.13, 2024	Complete on Quinncia.io
	Weekly Homework Reading and Quiz 6	Sunday, Oct.13, 2024	Complete on D2L
Week 8	M/B Group-Play Meeting and Decision Input: Rollover #4	Friday, Oct.18, 2024	D2L & Complete on Smartsims.com (Automatic Rollover)
	Weekly Homework Reading and Quiz 7	Friday, Oct.18, 2024	Complete on D2L
Week 9	M/B Group-Play Meeting and Decision Input: Rollover #5	Friday, Oct.25, 2024	D2L & Complete on Smartsims.com (Automatic Rollover)
	Career Interview Assignment	Sunday, Oct.27, 2024	Submit to D2L Assignment Dropbox
	Weekly Homework Reading and Quiz 8	Sunday, Oct.27, 2024	Complete on D2L
Week 10	M/B Group-Play Meeting and Decision Input: Rollover #6	Friday, Nov. 1, 2024	D2L & Complete on Smartsims.com (Automatic Rollover)
	Career Interview Thank-You Card Assignment	Sunday, Nov. 3, 2024	Submit scanned copy to D2L Assignment Dropbox; mail original to interviewee.
	Weekly Homework Reading and Quiz 9	Sunday, Nov. 3, 2024	Complete on D2L
Week 11	M/B Group-Play Meeting and Decision Input: Rollover #7	Friday, Nov. 8, 2024	D2L & Complete on Smartsims.com (Automatic Rollover)
	Weekly Homework Reading and Quiz 10	Friday, Nov. 8, 2024	Complete on D2L
Week 12	M/B Group-Play Meeting and Decision Input: Rollover #8	Friday, Nov. 15, 2024	D2L & Complete on Smartsims.com (Automatic Rollover)
	Weekly Homework Reading and Quiz 11	Friday, Nov. 15, 2024	Complete on D2L
Week 13	Deadline to submit requests for final presentation date and time	Friday, Nov. 22, 2024	Submit to D2L Assignment Dropbox
	Submit 3rd resume correction to Quinncia account for evaluation.	Sunday, Nov. 24, 2024	Complete on Quinncia.io
	Weekly Homework Reading and Quiz 12	Sunday, Nov. 24, 2024	Complete on D2L
Week 14	Presentations	TBA	Video Conference Call (D2L - Zoom)
Week 15	Presentations	TBA	Video Conference Call (D2L - Zoom)