



Course Syllabus: Foundations of Business

College of Business Administration

BUAD 1033 Section 101

Fall 2026 Semester

Contact Information

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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.

Dillard College of Business General Learning Goals

- Students will use critical thinking skills to be effective at problem solving and decision making by understanding data to make strategic decisions within the business simulation environment.
- Students will 1) identify challenges businesses face today, 2) learn and hear from leaders who represent all of the business disciplines and 3) become familiar with the interrelatedness of business concepts by using a business simulation experience.
- Students will develop ethical reasoning skills in the business environment.
 - Students will examine business ethics and social responsibility, detailing decision-making practices. The student will be able to define ethical dilemmas and ethical lapses; hypothesize ethical arguments; investigate, compare and evaluate the arguments for each alternative.
 - Students will also learn about corporate social responsibility by making decisions related to CSR within the simulation.
- Students will develop written and oral communication skills.
- Students will learn how to communicate effectively in writing by preparing resumes, reports, and written answers to quizzes. Students will also improve

their oral communication skills in making a team presentation and becoming engaged in discussions with business leaders.

- Students will develop undergraduate inquiry and creativity through teamwork.
 - Students will develop inquiry and creativity skills in developing a successful, comprehensive business plan, in evaluating risks and returns and emulating entrepreneurs, and in making strategic choices in Mike's Bikes business simulation model with their team members.
- Understand the influence of global and multicultural influences on the business environment.
 - The student must be able to recognize and explain the environmental changes leading to the growth of international competition and free trade among nations.

Course Specific Learning Goals: After completing this course, students should be able to:

- Understand 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.
- Understand the role of entrepreneur.
- Understand the basic definitions and interaction of multiple business disciplines, i.e., economics, management, marketing, operations management, business legal principles, and risk management.
- Students will learn basic terminology for research and/or creative activities.
- Students will learn how to apply knowledge in order to address real-world problems/answer real world questions.
- Understand different leadership styles and motivational theories.

Textbook & Instructional Materials

D2L will be used for this course and all students will also need access to the MikesBikes intro simulation.

Study Hours and Tutoring Assistance

The Dillard College of Business offers general studying assistance and tutors. If needed, please seek out additional information from the designated tutors on the second floor.

Student Handbook

Refer to: [Student Handbook](#)

Academic Misconduct Policy & Procedures

Academic Dishonesty: Cheating, collusion, and plagiarism (the act of using source material of other persons, either published or unpublished, without following the accepted techniques of crediting, or the submission for credit of work not the individual's to whom credit is given). Additional guidelines on procedures in these matters may be found in the Office of Student Conduct.

[Office of Student Conduct](#)

Moffett Library

Moffett Library provides resources and services to support student's studies and assignments, including books, peer-reviewed journals, databases, and multimedia materials accessible both on campus and remotely. The library offers media equipment checkout, reservable study rooms, and research assistance from librarians to help students effectively find, evaluate, and use information. Get started on this [Moffett Library webpage](#) to explore these resources and learn how to best utilize the library.

Grading

Table 1: Points allocated to each assignment

Assignments	Points
Quizzes (8 at 20 pts each)	160
Short Bio on D2L	5
Ethical Dilemma	20
Notes Sheets	50
Career Interview Assignment	40
MikesBikes Single Player	20
Resume	30
Group Project Presentation	150
Attendance & Participation during other presentations	25
General Class Attendance & Participation	50
Total Points	550

Table 2: Total points for final grade.

Grade	Points
A	Great than 495
B	494-440
C	439-385
D	384-330
F	Less than 300

Homework

Unless otherwise instructed, all homework is to be submitted through D2L.

Quizzes

Quiz Policy: All of the quizzes in this course will be of the pop quiz variety. **No makeup will be allowed for any missed quizzes.**

Projects Required

Mikes Bikes Single Player Introduction

In order for each student to prepare for the business simulation, each student should complete the Mikes Bikes single player introduction. During this “trial” simulation, the student will have the opportunity to become familiar with the Mikes Bikes program and will get to experiment with making decisions that do not affect the outcome of the team experience.

Career Interview

Each student will be required to interview someone from the field in which you desire to work upon graduation. It can be from someone in Wichita Falls, your hometown, or anywhere else where your potential job may be located. It is strongly preferred that you meet with your interviewee in person, but if that is not possible, please get permission from me to conduct a phone interview. You can choose anyone to interview, but the person you choose to interview should be someone who works in the field that you desire to work. More specifics on what topics should be covered during the interview will be given in class.

Professional Resume

- Each student must complete a professional resume. Evaluations will be based upon the following factors:
 - Proper submission of a draft resume to the Career Management Center (CMC) provided platform
 - Use of resume guidelines as outlines in the CMC class presentation.
 - Submission of final resume to instructor as described in class.

Business Simulation

Each student will participate in the Mikes Bikes business simulation. You will be grouped into teams of 3-4 depending on the class size. Each team will be responsible for meeting with their group members and for playing an active role in the future of your company.

- Mikes Bikes is a business simulation that teaches students the key concepts of business and strategy.

- Students will make decisions about their company in an effort to achieve the largest shareholder value.
- Decisions will be made in regard to pricing, marketing, inventory, production, finance, and distribution.
- The team with the highest shareholder value at the end of the term will receive 15 bonus points, while the second highest team will receive 10 points.

At the end of the course, each group will be responsible for giving a 10 minute presentation about their company. There will be grades for the oral part of the presentation, written part of the presentation, and your professional appearance (see page 8 of syllabus for more information). 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 will be discussed in class.

Mid-Term Grades

Students can always find their current grade in the course by looking under the progress report/gradebook function of D2L. However, students will have a midterm grade submitted through the university notification system. Students with a grade of C or lower may receive intervention efforts from the university. Midterm grades are not reported on transcripts, and will not be calculated in the cumulative GPA. They simply give students an idea of where they stand at the midpoint of the semester. Students earning a C or below at the midway point should consult with the instructor to discuss strategies for improvement.

Extra Credit

Extra credit is not normally provided, but if there are opportunities your instructor will discuss them in class.

Late Work

The due date for all assignments will be listed in the D2L calendar. Work submitted after the due date but before the closed date will be accepted for reduced points. No work will be accepted after the D2L portal has closed for that assignment.

Important Dates

- Last Day to drop with a grade of "W:"November 26, 2026

Desire-to-Learn (D2L)

Extensive use of the MSU D2L program is a part of this course. Each student is expected to be familiar with this program as it provides a primary source of

communication regarding assignments, examination materials, and general course information. You can log into [D2L](#) through the MSU Homepage. If you experience difficulties, please contact the technicians listed for the program or contact your instructor.

Attendance

Students are expected to attend all class meetings for this course, following the university attendance policy. Due to the nature of this course, you are allowed a maximum of 4 *absences in this course, even though there are participation points deducted for any missed classes. Once you exceed 4 absences, the professor has the right to drop you from the course.* Each meeting of the class will run as scheduled. So as not to disturb the class, you are not to walk in and out of the classroom during the class hour except for an emergency. *Cell phone activity (including texting) is prohibited and will result in significantly reduced points from class participation.* Repeated tardiness will also result in a reduction of participation points.

Online Computer Requirements

This class requires you to have access to a computer (with Internet access) to complete and upload your assignments. It is your responsibility to have (or have access to) a working computer in this class. ****Assignments and tests are due by the due date, and personal computer technical difficulties will not be considered reason for the instructor to allow students extra time to submit assignments, tests, or discussion postings.*** Computers are available on campus in various areas of the buildings as well as the Academic Success Center. ****Your computer being down is not an excuse for missing a deadline!!*** There are many places to access your class! Our online classes can be accessed from any computer in the world which is connected to the internet. If you have technical difficulties in the course, there is also a student helpdesk available to you. The college cannot work directly on student computers due to both liability and resource limitations however they are able to help you get connected to our online services. For help, log into [D2L](#).

Recording Classes

****Recording classes is generally prohibited without the professor's explicit permission.*** Such recordings, when permitted, are for personal use only and may not be uploaded to the internet or otherwise shared, transmitted, or published without the professor's prior consent. Some faculty may not permit recordings of their classes. When it is feasible and appropriate, students may record classes to accommodate disabilities under the Americans With Disabilities Act, with prior approval of Disability Support Services. Such recordings may not be uploaded to the internet or otherwise shared, transmitted, or published.

Instructor Class Policies

This is an interactive course and participation is mandatory. Students on their phone or wearing headphones during class is not permitted. Students violating this policy will have points taken off of their participation grade.

Class Participation: Most of the class sessions will be discussion oriented with ample opportunity for students to provide input to those discussions. An important characteristic of business students is the ability to verbally communicate ideas and thoughts. Participation will be a part of your grade and is directly contingent on your involvement in class discussions. Furthermore, everyone should be motivated to develop this characteristic since it is so important in business. If you have a question, please ask!!

Change of Schedule

A student dropping a course (but not withdrawing from the University) within the first 12 class days of a regular semester or the first four class days of a summer semester is eligible for a 100% refund of applicable tuition and fees. Dates are published in the Schedule of Classes each semester.

Refund and Repayment Policy

A student who withdraws or is administratively withdrawn from Midwestern State University (MSU) may be eligible to receive a refund for all or a portion of the tuition, fees and room/board charges that were paid to MSU for the semester. HOWEVER, if the student received financial aid (federal/state/institutional grants, loans and/or scholarships), all or a portion of the refund may be returned to the financial aid programs. As described below, two formulas (federal and state) exists in determining the amount of the refund. (Examples of each refund calculation will be made available upon request).

Services for Students with Disabilities

In accordance with Section 504 of the Federal Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, Midwestern State University endeavors to make reasonable accommodations to ensure equal opportunity for qualified persons with disabilities to participate in all educational, social, and recreational programs and activities. After notification of acceptance, students requiring accommodations should make application for such assistance through Disability Support Services, located in the Student Wellness Center, (940) 397-4140. Current documentation of a disability will be required in order to provide appropriate services, and each request will be individually reviewed. For more details, please go to [Disability Support Services](#).

Emergency Aid Resources for Basic Needs

Unexpected life circumstances can affect anyone. If you are experiencing challenges meeting basic needs—such as housing, utilities, food, transportation, healthcare, technology, textbooks or other life necessities, resources may be available to help. Visit the [Student Emergency Support and Resources webpage](#) to learn more, and explore emergency support opportunities through MSU and how to access them. For additional information, please contact the Office of Student Affairs: Clark Student Center #108, (940) 397-7500, student.affairs@mstuexas.edu.

College Policies

Campus Carry Rules/Policies

Refer to: [Campus Carry Rules and Policies](#)

Smoking/Tobacco Policy

College policy strictly prohibits the use of tobacco products in any building owned or operated by WATC. Adult students may smoke only in the outside designated-smoking areas at each location.

Alcohol and Drug Policy

To comply with the Drug Free Schools and Communities Act of 1989 and subsequent amendments, students and employees of Midwestern State are informed that strictly enforced policies are in place which prohibits the unlawful possession, use or distribution of any illicit drugs, including alcohol, on university property or as part of any university-sponsored activity. Students and employees are also subject to all applicable legal sanctions under local, state and federal law for any offenses involving illicit drugs on University property or at University-sponsored activities.

Campus Carry

Effective August 1, 2016, the Campus Carry law (Senate Bill 11) allows those licensed individuals to carry a concealed handgun in buildings on public university campuses, except in locations the University establishes has prohibited. The new Constitutional Carry law does not change this process. Concealed carry still requires a License to Carry permit, and openly carrying handguns is not allowed on college campuses. For more information, visit [Campus Carry](#).

Active Shooter

The safety and security of our campus is the responsibility of everyone in our community. Each of us has an obligation to be prepared to appropriately respond to threats to our campus, such as an active aggressor. Please review the information provided by MSU Police Department regarding the options and

strategies we can all use to stay safe during difficult situations. For more information, visit [MSUReady – Active Shooter](#). Students are encouraged to watch the video entitled “*Run. Hide. Fight.*” which may be electronically accessed via the University police department’s webpage: [“Run. Hide. Fight.”](#)

Grade Appeal Process

Update as needed. Students who wish to appeal a grade should consult the Midwestern State University [MSU Catalog](#)

Course Schedule:

This is only a guide.

***Notice:** Changes in the course syllabus, procedure, assignments, and schedule may be made at the discretion of the instructor.

Date	Topic	Assignment Due
8/24	Syllabus & Introductions	N/A
8/26	Business Overview/Intro to MikesBikes	N/A
8/28	Margins	N/A
8/31	What are stocks?	N/A
9/2	MikesBikes	Student Bio Assignment
9/4	MikesBikes	N/A
9/7	<i>No Class—Labor Day</i>	N/A
9/9	MikesBikes	N/A
9/11	MikesBikes Single Player Wrap-up	MikesBikes Single Player
9/14	Simulation Day	Rollover 1
9/16	Marketing	N/A
9/18	Career Management Center	N/A
9/21	Simulation Day	Rollover 2
9/23	Digital Marketing	N/A
9/25	Agribusiness	N/A
9/28	Simulation Day	Rollover 3
9/30	Economics	N/A
10/2	Finance	N/A
10/5	Simulation Day	Rollover 4
10/7	Accounting	N/A
10/9	Job I Love Series—Jessica T.	N/A
10/12	Simulation Day	Rollover 5
10/14	Job I Love Series—David O.	N/A
10/16	Job I Love Series—Damon W.	N/A
10/19	Management	Rollover 6

Date	Topic	Assignment Due
10/21	Ethics	N/A
10/23	Personal Finance	Career Interview Due
10/26	Simulation Day	Rollover 7
10/28	Personal Finance	N/A
10/30	Entrepreneurship	N/A
11/2	Simulation Day	Rollover 8
11/4	International Business	N/A
11/6	Business Communications	Final Resume Due
11/9	Data Analytics	N/A
11/11	Course Wrap Up	N/A
11/13	Presentations	N/A
11/16	Presentations	N/A
11/18	Presentations	N/A
11/20	Presentations	N/A
11/23	Presentations	N/A
11/25	<i>No Class—Thanksgiving Break</i>	N/A
11/27	<i>No Class—Thanksgiving Break</i>	N/A
11/30	Presentations	N/A
12/2	Presentations	N/A
12/4	Presentations	N/A
12/7-12/10	Finals Week—Presentations if Necessary	N/A