



Course Syllabus: Foundations of Business

Dillard College of Business Administration
BUAD 1033, Section 201, Room 101
2026 Spring Semester, 11 AM

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.

Textbook & Instructional Materials

Desire2Learn course site

Mikes Bikes Situation, available through course website

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Dishonesty: Cheating, collusion, and plagiarism (the act of using source material of other persons, either published or unpublished, without following the accepted techniques of crediting, or the submission for credit of work not the individual's to whom credit is given).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](#)

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.

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

Student performance will be assessed using the following elements:

Table 1: Points allocated to each assignment

Assignments	Points
Exit Tickets	120
Short Student Bio on Desire2Learn (D2L)	50
Ethical Dilemma	50
Career Interview Assignment	50
MikesBikes Single Player Introduction	20
Resume	30
Group Project Presentation	150
Group Project Participation	30
Attendance Participation during other presentations	50
General Class Attendance/Participation	50
Total Available Points	600

Table 2: Total points for final grade.

Grade	Points
A	537
B	477 to 536
C	417 to 476
D	357 to 416
F	Less than 356

Homework

Short Bio: Students will write a one-page paper using general APA format. It does not need an abstract, running head, or works cited. This assignment should be written in paragraph format and should answer a few questions about yourself. You should also attach a picture to your title page for this assignment only. This can be used for your passport assignment, which will be given out later. Remember, your picture will be placed on a document that you will keep all semester and will be signed by various faculty members and speakers; please keep the picture appropriate. Further detailed instructions will be available on D2L.

Career Interview Assignment: You will need to conduct an interview with someone who currently holds a job that is the field you hope to work in once you graduate. After the interview, you will need to write a paper that reflects on your conversation. You will also need to email the interviewee and thank them for their time. Further detailed instructions will be available on D2L.

Quizzes

Syllabus Quiz: You will be required to complete a syllabus quiz on your own time to show that you have read and understand the syllabus. This quiz will be available in D2L. The answer to question 4 is 80%.

Exit Tickets

Exit Tickets: This class will have several guest speakers. To get credit for the class, you will be required to complete and turn in an exit ticket the day the guest speaker is in class. Part of the exit ticket requirement also involves in-class participation at least once in the semester with at least one speaker. This will be discussed further in class. Failure to turn in an exit ticket will result in 10 points off of your final exit ticket grade for each ticket that is not turned in.

Projects Required

Ethical Dilemma: We will cover ethical dilemmas in class. You will be required to write in-class, by hand, a paper that explores an ethical dilemma and answers several questions.

Business Simulation: Each student will participate in the Mike 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 and posted in D2L.

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.

This will be conducted prior to the student being placed in their group for 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. Further details will be discussed in class and on D2L.

Extra 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.

Late Work

10% Off Policy: You are able to turn in late work, except for pop-quizzes, the final presentation, and the single-player introduction or any simulation rollovers due to the nature of the simulation. If you turn in late work, 10% is removed off of the total points available for each day an assignment is late.

24/7 Policy

24/7 Policy: Once a grade is posted and made visible to you on D2L, you must wait 24 hours to discuss the grade with the professor. If you email me within that timeframe, I will redirect you to this policy. After 24 hours have passed, please reach out with any questions about your assignment grade. After that, you will have 7 days to discuss the grade. After 7 days, the option to discuss the grade is not available. For example, if grades are posted for an assignment on February 1, you must wait until February 2 to discuss your assignment. You will have until February 9 to discuss your assignment. Another example, if you reach out at the end of the semester regarding an assignment from the beginning of the semester, I will refer you back to this policy.

Make Up Work/Tests

Make up work is generally not allowed.

Important Dates

- Last day for term schedule changes: January 23rd, 2026
- Deadline to file for graduation: February 16, 2026
- Last Day to drop with a grade of "W:" March 4, 2026
- Refer to: [Drops, Withdrawals & Void](#)

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. See *Midwestern State University Undergraduate Catalog, Volume LXXV, Number 2, page 88*). 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, unless specifically asked to use one by the instructor or class emergency, and will result in significantly reduced points from class participation. Laptops should not be out unless we are taking a quiz on D2L or you have been asked to work on the simulation as a class or team, otherwise they need to be put away. Repeated tardiness, bringing and attempting to eat food to class, or using headphones will also result in a reduction of participation points. The exception to headphones will require an accommodation from disability services.

Instructor Class Policies

Please do not text or take phone calls during class. Do not use headphones during class. You will be asked to remove them. Laptops must be put away except for during quizzes or only when we are working on the simulation as a class. You may take notes via pen or pencil only. Technology should especially not be out when guest speakers are present.

Artificial Intelligence (AI): Using AI in this class is not permitted. If are caught using AI on an assignment, you will receive a zero for the assignment.

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) exist 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](#).

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](#)

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

Assignments and rollovers are always due on Thursdays. We do not have class on Thursdays.

Course Schedule:

Week or Module	Activities/Assignments/Exams	Thursday Due Dates
Week 1 1/20 to 1/24	Monday – No Class Wednesday – Syllabus/Introduction Thursday – Syllabus Quiz Friday – No Class (Watch Online Video)	January 22, 2026
Week 2 1/25 to 1/31	Monday – Robert’s Rules of Order Wednesday – Business Overview/Study Abroad (Amy Wardell) Thursday – Short Student Bio Assignment Friday - MikesBikes	January 29, 2026

Week or Module	Activities/Assignments/Exams	Thursday Due Dates
Week 3 2/1 to 2/7	Monday – MikesBikes Wednesday – Simulation Work Day Thursday – MikesBikes Single Player Friday – Career Management Center with Stephanie Sullivan	February 5, 2026
Week 4 2/8 to 2/14	Monday – Economics (Dr. Andrew Holt) Wednesday – Economics Thursday – 10 Rounds in Single Player Friday – Stephen Santellana (WS Construction)	February 12, 2026
Week 5 2/15 to 2/21	Monday – Macie Miller (Academic Recruitment Specialist) and Lala Lay (Project Coordinator) Wednesday – Marketing and Simulation Work Day Thursday – Rollover 1 Friday – Marketing (Dr. Franklin Tillman)	February 19, 2026
Week 6 2/22 to 2/28	Monday – Energy Management Wednesday – Simulation Work Day Thursday – Rollover 2 Friday – Mark Carter (Burk Royalty Co. Ltd.)	February 26, 2026
Week 7 3/1 to 3/7	Monday – International Business and Simulation Work Day Wednesday – Accounting (Dr. Terry Patton) Thursday – Rollover 3 Friday – Resume Work Day and Career Interview Work Day	March 5, 2026
Week 8 3/8 to 3/14	Spring Break – No Content	N/A
Week 9 3/15 to 3/21	Monday – Non-Profits (Dr. Sonia White) Wednesday – Jessica Dean (Sober Living) Thursday – Rollover 4 and Resume Friday – TASP (Avery Whitlow) & Simulation	March 19, 2026

Week or Module	Activities/Assignments/Exams	Thursday Due Dates
Week 10 3/22 to 3/28	Monday – Entrepreneurship (Dr. DeAndrea Davis) Wednesday – HR, (Dr. Niyati Kataria) Thursday – Rollover 5 Friday - Tobie Crossland (Caterpillar SPM Oil & Gas)	March 26, 2026
Week 11 3/29 to 4/4	Monday – Ethics Wednesday – Ethical Dilemma Thursday – Rollover 6 Friday – No Class	N/A
Week 12 4/5 to 4/11	Monday – Business Law (Dr. Kris Tilker) Wednesday – MIS and BA and simulation work day Thursday – Rollover 7 and Career Interview Assignment Friday – MIS and BA (Dr. Grace Zheng)	April 9, 2026
Week 13 4/12 to 4/18	Monday –Chris Stovall (MSU VP of Admin and Finance) Wednesday – Finance and simulation work day Thursday – Rollover 8 Friday – Finance (Dr. Robert Forrester)	April 16, 2026
Week 14 4/19 to 4/25	Monday – Agribusiness Wednesday – Goodin Plumbing Friday – Simulation Work Day	April 23, 2026
Week 15 4/26 to 5/2	Monday – Presentations Wednesday – Presentations Friday - Presentations	April 30, 2026
Week 16 5/3 to 5/9	Monday – Presentations Wednesday – Presentations Friday - Presentations	May 7, 2026