



# Dillard College of Business Administration

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Syllabus: Foundations of Business

BUAD 1033.203 TR 8:00 – 9:20 am Dillard Building 175

Spring Semester 2020

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## Contact Information

Instructor: Jeff Stambaugh, Associate Professor of Management

Office: DB 233

Office hours: MTWR 9:30 to 11 am and by appointment

Office phone: (940) 397-6343

Cell Phone: (940) 704-8171 (please not after 10 pm unless it's an emergency. Text messages work too)

Twitter: @StambaughJeff

E-mail: [jeff.stambaugh@msutexas.edu](mailto:jeff.stambaugh@msutexas.edu)

## Course Materials

1. Mike's Bikes Simulation. Purchase at the MSU Bookstore
2. Package of Scantron Quiz strips

Additional materials are posted to D2L

## 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.

## Learning Goals

### I. General Learning Goals:

- Students will be effective at problem solving and decision making by understanding the basic business fundamentals of the business 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 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 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.

These general learning goals are among those established by the Dillard College of Business Administration. General learning goals represent the skills that graduates carry with them into their careers. While assessing student attainment of these general learning goals, the Dillard College is assessing its programs. These assessments assist us as we improve our curriculum and curriculum delivery.

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.

## Course Policies

**Attendance Policy:** Regular attendance is expected and graded. Students with five or more absences may be dropped from the course. Participation in class discussion is graded, so arriving prepared to class is also expected. See the university catalog for the University Class Attendance Policy.

## Other Related Policies

**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.

**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 it!!

**Food and Beverage Policy:** No food is permitted in classrooms. Water in a closable container is allowed.

## Grading and Evaluation:

**Short Bio:** This assignment requires a one page, single-spaced, 11/12 point font written biography on the student. Students should demonstrate the ability to import a recent photo (approximately 2"x3") into an MS Word document. Upload the document in D2L.

**Pop Quizzes:** There will be both announced and unannounced quizzes given over the material we are studying and the speakers who visit class. Please make sure to attend class and pay attention to what is being discussed. Quizzes start precisely at the beginning of class. No makeup quizzes are allowed, including for students who are tardy.

**Ethical Dilemma:** This is your chance to discuss your approach to handling a case involving unethical conduct by a business or its employees.

**Career Assignment Interview:** This is your chance to interview someone working in a career field of interest to you and comment about what you learned.

**Resume Assignment:** Most students come to college to build a career they love. This assignment allows you to take an important step in building a career: developing that resume that'll help you get that first career job.

**Passport:** Each student will have the opportunity to attend different business oriented events through the semester. Students will be required to attend two of the specified events in order to get credit for the assignment. Those who attend at least three more (for a grand total of 5 events) of the specified events can earn 10 bonus points.

**Mike's Bikes Simulation:** Each student participates in the Mike's 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.

Mike's 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. 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 D2L.

In order for each student to prepare for the business simulation, each student should complete the Mike's Bikes single player introduction. During this "trial" simulation, the student will have the opportunity to become familiar with the Mike's Bikes program and will get to experiment with making decisions that do not affect the outcome of the team experience. This is done before we form groups for the actual simulation. Grading is done on a completed/not completed basis, with only limited value 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.

**Written Assignments:** All written assignments are to be **single-spaced**, have one inch margins, use an 11 or 12-point font (specific font must present a business appearance and be similar in "size" to Times New Roman or Arial) and be uploaded to D2L in a **MS Word or PDF file format** (not Pages!).

**Assignments:** Assignments are due at the specified due date/time. Work submitted less than 24 hours after the due date/time receives a 10 percent deduction. Work submitted after that point may be accepted and receives a 50 percent deduction. There is no opportunity to be late for the Mike's Bikes rollover times: the computer automatically processes the decisions.

Semester grades are reported through normal University channels with no exceptions.

Table 1: Points allocated to each assignment

Element	Points
Short Bio	5
Quizzes (10@20)	200
Ethical Dilemma	20
Career Assignment Interview	50
Passport	30
Resume	30
Mike's Bikes Single Player	20
Mike's Bikes Presentation	150
Participation	75
Total Points	580

Table 2: Grading System

Grade	Points
A	522 or greater
B	521 to 464
C	463 to 406
D	405 to 348
F	Less than 348

### Academic Integrity:

With regard to academic honesty, students are referred to the "Student Honor Creed" in the undergraduate catalog. I take academic dishonesty (cheating, collusion, and plagiarism) seriously and investigate if needed. **Please understand that integrity is very important to me. Cutting and pasting text from the internet without citing the source and setting off the "pasted text" in a form that identifies it appropriately constitutes plagiarism.** My rule of thumb is that if you are using three or more words in a row from a source, it needs to be identified as a direct quote and cited. Copying material from the web and changing every few words also constitutes plagiarism. The same is true for oral assignments. Use your words and your original thoughts, not the words and thoughts of some source.

### Americans with Disabilities Act:

If a student has an established disability as defined by the Americans with Disabilities Act and would like to request accommodation, that student should please contact me as soon as possible (not later than the sixth class meeting). Any student requesting accommodations should first contact Disability Support Services at 940-397-4140 in room 168 Clark Student Center to document and coordinate reasonable accommodations if you have not already done so.

### Syllabus Change Policy:

This syllabus is a guide for the course—not a "contract"—and is subject to change. Syllabus changes are communicated via D2L and/or in class. I'll provide a minimum of 48 hours' notice before the relevant change takes place if at all possible.

### Campus Carry Statement

Senate Bill 11 passed by the 84th Texas Legislature allows licensed handgun holders to carry concealed handguns on campus, effective August 1, 2016. Areas excluded from concealed carry are appropriately marked, in accordance with state law. For more information regarding campus carry, please refer to the [university's webpage](#).

## Midterm Grades

Students can always find their current grade in the course by looking under the progress report/gradebook function of D2L. However, students with a grade of C or lower will have a midterm grade put into their WebWorld account. Midterm grades are neither reported on transcripts nor a part of a student's 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.

## Additional Information:

Words of Wisdom / General Policies: Perhaps the most important thing you can understand about me is that I am deeply interested in your success, both in the course and beyond. I am convinced this course can set the stage for your future success. Therefore, I significantly invest in this course and hope you'll do the same. Just as in the "real world," I try to run my course in a positive yet professional and business-like manner. Here are some key points for professional behavior:

- The assignments you hand in should reflect your professionalism
- Class time is like a business meeting:
  - Be on time!
  - Laptops and smart phones are for course use during class—not surfing, emailing, texting, or networking. Incidentally, lots of studies show note taking by computer is not as effective as note taking by hand.
- I can be very flexible and cooperative when you raise an issue with me before a class or due date. Notifications after the fact are usually indicative of unprofessionalism
- All communications must reflect respect for all parties.
- Integrity is the bedrock for successful business relationships. True in the course too!

## Professionalism:

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

## Course Flow

Please keep this syllabus as a reference! Students are responsible for all information contained in the syllabus and for any changes to the syllabus, which are announced in class or on D2L. Though the topics discussed on any given day may change, the assignment due dates do not typically change.

## Course Schedule

Table 3: The below table has the class date, major topic and assignments due

Date	Major Topic or Activity	Due
1/21	Welcome and Course Intro	
1/23	What is a business? Intro to MB	
1/28	Career Management Center – taking the first step	Short Bio
1/30	Key Business Concepts	
2/4	Profits, Margins, and MB	
2/6	How do I get the funds I need? (Finance – Dr. Forrester)	Resumes to CMC
2/11	The power of supply and demand (Econ – Dr. Martinez)	
2/13	MB Preparation	MB Single Player Complete
2/18	MB Work	MB Rollover 1
2/20	How do I track the money? (Accounting)	
2/25	One facet of TX economy (Agribusiness--Mr. Dunkerley)	MB Rollover 2
2/27	Making technology work for business (MIS)	
3/3	The business of people (Management)	MB Rollover 3
3/5	The art of the start / small (Entrepreneurship—Dr. Manley)	
3/10	How do I makes sales happen (Marketing—Ms. Hoegger)	MB Rollover 4
3/12	Another facet of TX economy (Energy)	
3/24	How should businesses behave ethically? (Ms. Horton)	MB Rollover 5
3/26	International business (study abroad)	Career Assignment Interview
3/31	Personal finance	MB Rollover 6
4/2	Current events in business	Ethical Dilemma Paper
4/7	Legal issues in business	MB Rollover 7
4/14	Current events in business	
4/16	Importance of professional behavior	MB Rollover 8
4/21	Current events in business	Final Résumé Due
4/23	Business communications	
4/28	Presentations	
4/30	Presentations	
5/5	Presentations	
5/7	Presentations	Passport
5/14	Presentation Backup	A Great Summer!

MB=Mike's Bikes