



Dillard College of Business Administration

SYLLABUS: Foundations of Business

BUAD 1033 Section 103, Fall Semester 2021

Monday/Wednesday 2:00 – 3:20 pm

Dillard Building, Room 129

Contact Information

Instructor: Tony Dunkerley
Office: DB 296
Office hours: By Appointment
E-mail: tony.dunkerley@msutexas.edu

Course Materials

- Desire2Learn course site
- Access to Zoom technology
- Mikes Bikes Simulation: available for purchase at the MSU Bookstore
- Phone or computer for class

Course Description

The course is a general survey class designed to introduce the functional areas of business. It is designed to provide the beginning student with an introduction to the various business disciplines and demonstrate their interrelationships. Students will also become familiar with common business language, professional presentation skills and introduction to common ethical issues found in related subjects.

Learning Goals

General Learning Goals: The following general learning goals are among those established by the Dillard College of Business Administration. Meeting these educational goals will provide students with the essential skills needed for career success. Students should be able to:

- Demonstrate problem-solving and decision-making abilities through the critical analysis, evaluation, and interpretation of business information.
- Exhibit proficiency in all oral and written communications.
- Utilize available technology used by typical business applications.
- Apply ethical reasoning skills within a business environment.
- Recognize the influence of global and multicultural issues have on local, national, and international business activities.

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 an 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 to address real-world problems/answer real-world questions.
- Understand different leadership styles and motivational theories.

Course Policies

Attendance Policy: Students are expected to *attend all class meetings* for this course, following the university attendance policy. (See Midwestern State University Undergraduate Catalog, Vol. LXXV, No. 2, p. 88). Due to the nature of this course, you are allowed a *maximum of four absences* in this course, even though there are participation points deducted after you miss your second class. Once you exceed four absences, the professor has the right to drop you from the course. Each meeting of the class will run as scheduled. Therefore, as not to disturb the class, you are not to walk in and out of the classroom during class time except for an emergency. Cell phone activity (including texting) is prohibited.

Class Participation: Most of the class sessions will be discussion-oriented, with ample opportunity for students to provide input to those discussions. An essential characteristic of business students is the ability to communicate ideas and thoughts verbally. 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 crucial in business. If you have a question, please ask it!!

Food and Beverage Policy: Food and beverages of any kind are not permitted in classrooms at any time. However, food and drink may be consumed in public areas of this building. This is a Dillard College of Business rule and is an effort to keep the Dillard Building beautiful.

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 multiple times per week.

File Submission Policy: All files for this course will be submitted through our online component, Desire 2 Learn (D2L). Please do not submit any assignments directly to me unless you are specifically instructed to do so. *Do not submit a Google Doc or link.* More details on assignment submission can be found in assignment instructions.

Late Work Policy: Late work is generally not accepted for any reason. Students have the opportunity to submit papers early.

Grading and Evaluation

Student performance assessed using the following elements:

Element	Points
Short Personal Biography (Desire2Learn)	10
Quizzes (10 @ 20 points each)	200
Ethical Dilemma Situation	20
Professional Development	50
Career Interview	50
MikesBikes Single Player Introduction	20
Résumé	30
Group Project Presentation	120
Peer Evaluations	25
Attendance/Participation during other presentations	25
General Class Attendance/Participation	30
LinkedIn Profile Creation	10
Handshake Profile Creation	10
Total Available Points	600

Grades will be determined based on the total points earned. Letter grades are assigned according to the following scale:

Letter Grade	Points Earned
A	Great than 540
B	539 - 480
C	479 - 420
D	419 - 360
F	Less than 359

Grade Reporting: To help students keep track of their progress toward course objectives, the instructor for this class will provide a Midterm Progress Report through each student's Web World account. 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 schedule a meeting with the instructor.


Final semester grades are reported through normal University channels with no exceptions. After any grade is reported in D2L, students will have five days to discuss it.

Quizzes: All quizzes in this course will be of the pop quiz variety and available through the D2L platform **OR** on paper. Quizzes will be given over the material we are studying and the speakers who visit the class. Please make sure to attend class and pay attention to what is being discussed. Online quizzes will have a fixed time window for students to access and take a quiz. Online quizzes will also have a time limit. **No makeup quizzes will be allowed.**

Ethical Dilemma Situation

General Information

- The ethical dilemma is an opportunity for you to explore critical thinking about a real-world ethical topic. You may be asked to comment on your writing for class discussion.
- Each student will complete an ethical dilemma situation assignment or an instructor approved alternative assignment designed to solve an ethical dilemma presented.
- The alternative assignment will include originally written paper approximately one full page of text and completed in Microsoft Word, or another similar program (No email format or Google Doc)
- Use 1" margins on all sides, 12 point font (Times New Roman or Calibri), and double-space text.
- More information relating to this assignment will be presented in class.
- Grading will be based upon whether you followed the directions and answered the question that was asked. You will also be graded on whether or not your answer supports the principles discussed in class. Remember, there are no right or wrong answers, but the key is to see how you would respond to each situation and assess your decision-making process.

Business Communications: All writing assignments must be submitted through  **grammarly** before being turned in.

General Information

- Understanding how to communicate correctly 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 business communication basics. Please see the information below about specific assignments that relate to business communications.

Professional Development

- Each student will have the opportunity to attend/participate in different business oriented professional development events through the semester. Students who attend at least four of the specified events can earn 10 bonus points. Specific instructions will be presented in class and available on the D2L class site.

Short Personal Biography

- Each student will be required to write a short personal biography with a portrait photo of yourself. The assignment will be submitted using the D2L web-based platform. Specific instructions will be presented in class and available on the D2L class site.

Career Opportunity Profiles

- Students will be required to create a LinkedIn profile that has their photo, education, and any jobs or internships or volunteer work listed. A screenshot of the profile will need to be submitted by the due date.
- Students will also be required to create a Handshake Profile with the MustangsHire.org account. A screenshot will suffice for proof.

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 want to interview should be someone who works in the field that you desire to work in. More specifics on what topics should be covered during the interview will be given in class.

Résumé

- Each student must complete a professional résumé. For this assignment, please optimize the resume for electronic consumption, such as Applicant Tracking System (AST) software might use.
- Evaluations will be based on the following factors:
 - Your ability to properly submit a draft resume as directed to the Career Management Center (CMC) for professional review and critique.
 - Use of résumé guidelines outlined in the CMC class presentation
 - Your submission of a final printed résumé to the instructor, as described in class.
- Students will be graded on the continual improvement of their résumé and their ability to offer constructive feedback to their peers. (Should have evidence of a minimum of two revisions)
- The deadline to electronically submit the first draft to the Career Management Center will be announced in class. Each student should receive a CMC critique & correction recommendations.
- A finalized résumé with documentation/evidence of completed reviews from CMC and assigned resume tasks must be professionally submitted to the instructor before the posted due date.

Mikes Bike Introduction - interactive cloud-based business simulation

- Provides hands-on learning of fundamental business and strategy concepts.
- Students will make decisions about their company to achieve the most significant sustainable shareholder value and profitability.
- Decisions will relate to pricing, marketing, inventory, production, finance, and distribution.

Mikes Bikes Single Player Introduction

- Each student will be required to participate and complete assigned tasks in Mikes Bikes simulation single-player mode. This will allow students to become familiar with the Mikes Bikes Intro website interface and experiment with making decisions that do not affect their team's experience outcome.
- Single-player grading will be done on a completed/not completed basis, emphasizing shareholder value, and completing assigned rollovers. 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's bottom line.

Mikes Bikes Introduction - Group play

- Each student will participate in the Mikes Bikes business simulation. Class members will be grouped into teams of 3-5, depending on the class size. Each team will be responsible for meeting with their group members and playing an active role in your company's future.
- Every group will be responsible for communicating with the instructor about weekly decision making and team efforts before rollover deadlines.
- The team with the highest shareholder value at the end of the term will receive 15 bonus points, while the second-highest team will earn ten bonus points.
- At the end of the course, each team will be responsible for giving a 10-minute presentation about their company. Teams will be evaluated on their oral and written expression and their professional appearance (see final presentation grading rubric for more information), and their ability to answer questions relating to the simulation. All group members are required to speak and play an active role in the presentation. PowerPoint, Google Slides, or Prezi are the preferred method for presentation delivery. More details on the content and structure will be discussed in class.

Other Course Policies

Professional Conduct: Students in this course should always behave professionally. This includes classroom conduct, group interactions, presentations, and correspondence with the instructor. Emails 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.

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*.

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 at <https://mwsu.edu/campus-carry/rules-policies>.

Academic Integrity: Concerning academic honesty, students are referred to as the "Student Creed" on p. 23 of *Midwestern State University Undergraduate Catalog*, Vol. LXXV, No. 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.

Syllabus Change Policy: Please note that all items in this syllabus are subject to change at the instructor's discretion. This syllabus is a guide for this course and is subject to change with advanced notice.

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 "professional" in other 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

Foundations of Business F21					
Week	Mond	Topic	Thursday	Topic	Assignment Due
1	8/23/2021	Syllabus - Short Bio Overview of Foundations	8/25/2021	Business Overview / MikesBikes Intro Simulation	Short Bio
2	8/30/2021	Economics	9/1/2021	Strategy - MikesBikes Single Player	LinkedIn Acct Setup
3	9/6/2021	Labor Day No Classes	9/8/2021	Intro to Quinncia Carley Meyers	MB-SP Grade
4	9/13/2021	Management Strategy – MikesBikes	9/15/2021	Stephanie Sullivan - CMC MikesBikes Rollover 1	Handshake Profile
5	9/20/2021	Marketing	9/22/2021	MB Marketing - MikesBikes Rollover 2	
6	9/27/2021	Digital Data/social media	9/29/2021	Understanding WPE - MikesBikes Rollover 3	Resume to Quinncia
7	10/4/2021	Management Information Systems (MIS)	10/6/2021	LinkedIn - MikesBikes Rollover 4	LinkedIn Profile
8	10/11/2021	Ethical Dilemma	10/13/2021	Accounting MikesBikes Rollover 5	Ethical Dilemma
9	10/18/2021	Finance	10/20/2021	Non-Profit Management MikesBikes Rollover 6	Career Interview
10	10/25/2021	Entrepreneurship	10/27/2021	Globalization / Study Abroad MikesBike Rollover 7	
11	11/1/2021	Agribusiness	11/3/2021	Degree Plan / Course Schedule MikesBikes Rollover 8	
12	11/8/2021	Personal Finance	11/10/2021	Legal Environment of Business	
13	11/15/2021	How to Present to the Board - Work on Presentations	11/17/2021	MikesBikes Presentations	Professional Development
14	11/22/2021	MikesBikes Presentations	11/24/2021	Thanksgiving Break No Classes	MB PPT
15	11/29/2021	MikesBikes Presentations	12/1/2021	MikesBikes Presentations	MB PPT
16	(Final Week) Wednesday 12/8/2021 - MikesBikes Presentations 5:45pm–7:45pm (if needed)				