



## **Course Syllabus: Foundations of Business**

College of Business Administration

BUAD 1033 Section 203

2026 Spring Semester

### **Contact Information**

Instructor: Tony Dunkerley

Office: Enter office #274H

Office hours: By Appointment

Office phone: (940) 397-2868

E-mail: [tony.dunkerley@msutexas.edu](mailto:tony.dunkerley@msutexas.edu)

### **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**

This course participates in the Follett Access Program (Mike's Bikes Simulation) to provide required course materials at a reduced cost. You should have received your Mike's Bikes access code via your official my.msutexas.edu email account from [p.godfrey@follett.com](mailto:p.godfrey@follett.com) during the week of January 12, 2026.

Enrollment in Follett Access is intended to save students both time and money.

Participation in the Follett Access program is optional. Students may choose to opt out of this program and obtain the required materials independently. The deadline to opt out of Follett Access for this course is January 27, 2026.

Other materials that will be used:

- Desire2Learn course site (<https://d2l.msutexas.edu>)
- Digital Access: This course relies on several online platforms. You will need a personal device—such as a laptop, tablet, or smartphone—to access these materials.

### **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.

### **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](#).

### **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

Course Grade - List all graded assignments with their point value and or percentage of total grade. Letter Grade Scale indicate the overall points or % to letter grade scale for example 1270 to 1137 = A.

*Table 1: Points allocated to each assignment*

<b>Element</b>	<b>Point</b>
Personal Bio	30
MikesBikes Single-Player Business Simulation - Getting Started	10
MikesBikes Single-Player Business Simulation	20
MikesBikes Multi-Player Business Simulation - Group Participation	30
MikesBikes Multi-Player Business Simulation - Final Group Presentation	120
Quizzes (8 @ 20 each)	160
Resume Writing & Upload	10
Resume Correction	15
Ethical Dilemma	10
Career Interview Assignment - Part 1	5
Career Interview Assignment - Part 2	50
Career Interview Assignment - Part 3 (Follow-up Thank You Note)	10
University Career Portal Profile (e.g., Handshake)	5
Personal Professional Digital Landing Page (e.g., LinkedIn)	5
General Attendance/Participation	70
Group Presentation Attendance/Participation	50
<b>Total Point Available</b>	<b>600</b>

*Table 2: Total points for final grade.*

Letter Grade	% pt available	Points Earned
A	90%	600 - 540
B	80%	539 - 480
C	70%	479 - 420
D	60%	419 - 360
F	< 60%	< 360

## Quizzes

All will be considered on the “pop quiz” variety and are 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. Most quizzes will start precisely at the beginning of class.

Quiz questions will cover material presented in class materials and guest speaker presentations.

Only the top 8 quiz grades will be counted towards your final grade. If there are more than 8 quizzes given, the lowest scores will drop. Please make sure to attend class, check D2L for announcements and pay attention to what is being presented and discussed.

Remember 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.**

## Make Up Work/Quiz/Test and Final Presentation

Students who miss assignments or assessments due to a university-sponsored activity and who provide advance notice may be allowed to make up the work, subject to the instructor’s discretion. In general, make-up quizzes or assessments will not be offered outside of these circumstances.

## 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.

### 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 Hirotion.com, 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.

### 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 specifics instructions about this assignment will be post on the D2L website.

### Digital Professional Networking Platforms

Professional networking is vital for career success because it offers diverse opportunities, knowledge sharing, skill development, emotional support, visibility, collaboration opportunities, and access to decision-makers. It aids 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 landing page/networking site, such as LinkedIn.

### **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. Participating in the simulation both individually and as part of a team/group is requirement for this class. Failure to set up and activate your SmartSims account by the starting date of group play may result in you being dropped from the class.

You will receive an introductory email from [help@smartsims.com](mailto:help@smartsims.com) during the first week of the semester. Use the login credential outlined in the introductory email to access the simulation and pay required access fees. Simulation fees can be paid directly through your SmartSims.com login or utilize MSU Texas Access & Affordability Program. More details will be available in class.

Participation in the simulation is required for this course.

#### *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 complete/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's 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 presentation about their company. The purpose of the final presentation for the Mikes Bikes 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 use of similar presentation software is the preferred method for presentation delivery. More details on the content and structure of the presentation will be discussed in class

### **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.

### **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, following the university attendance policy (see [Undergraduate Catalog](#)). You are allowed a maximum of three absences in this course. While participation points are deducted for any missed classes, exceeding three absences gives the professor the right to drop you from the course. Each class will run as scheduled. Please do not walk in and out of the classroom during class time unless it's an emergency. Cell phone use (including texting) is prohibited and will result in significantly reduced participation points.

A student is considered tardy if they arrive more than two minutes after the scheduled class start time. Students are permitted two tardies; after that, each additional tardy will be counted as one absence. Repeated tardiness will result in significantly reduced participation points or being dropped from the class.

### **Online Computer Requirements**

Taking an online 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. Contact your instructor immediately upon having computer trouble. 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](#).

## **Instructor Class Policies**

### *Expectations and Deadlines*

Success in this course depends on effective time management and active engagement. Students are expected to adhere to all deadlines for individual assignments, quizzes, group projects, and class discussions. Engaging fully in these activities is essential to optimizing your learning experience.

### *Strategies for Success*

To maximize performance and avoid the negative impacts of procrastination, students are encouraged to:

- Stay current with all course materials and readings.
- Complete assignments promptly to allow for unforeseen delays.
- Actively contribute to all group work and class discussions.
- Seek clarification from the instructor as soon as questions arise

### *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.

### *Late Work Policy*

Late work—including late submissions or non-participation in group projects and discussions—is generally not accepted and will result in a grade of zero. If you anticipate a scheduling conflict or an emergency that may prevent you from meeting a deadline, you must contact the instructor **in advance** to discuss alternative arrangements. Extensions or exceptions will only be granted with prior instructor approval

## **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](#).

## **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.

### Course Schedule:

Please understand this is only a guideline and some minor details may change!

<b>Week or Module</b>	<b>Activities/Assignments/Exams</b>	<b>Weekly Assignments (Deadline: Thursdays at 11:59 PM)</b>
Week 1 1/19 to 1/25	Syllabus/Introduction/Business Overview  Business Overview & Study Abroad Opportunities	
Week 2 1/26 to 2/1	Robert's Rules of Order  Intro to Mikes Bikes/What are Stocks, Margins and Mark ups	Submit on D2L - Student Bio Assignment  Deadline to Set-up Smartsims M/B Account
Week 3 2/2 to 2/8	Mikes Bikes Simulation - Single Player  Mikes Bikes Simulation - Business Math	M/B Single-Player Simulation Ends (complete 8 rollovers and increase SHV)
Week 4 2/9 to 2/15	Economics  Simulation Day (1) - Start Group Play  Optional Extra Credit: Job I Love Lecture	M/B Group-Play Meeting and Decision Input: Rollover #1
Week 5 2/16 to 2/22	Marketing and Professional Selling  Simulation Day (2) - Career Management & Resumes	M/B Group-Play Meeting and Decision Input: Rollover #2  Submit on D2L - Career Interview Assignment Part 1
Week 6 2/23 to 3/1	Agribusiness  Simulation Day (3) - Energy Management	M/B Group-Play Meeting and Decision Input: Rollover #3  Submit to Hiroton.com - Personal Resume
Week 7 3/2 to 3/8	Business Law  Simulation Day (4) - Accounting	M/B Group-Play Meeting and Decision Input: Rollover #4  Handshake.com - Create Personal Account
Week 8 3/9 to 3/15	Spring Break - No Classes	

<b>Week or Module</b>	<b>Activities/Assignments/Exams</b>	<b>Weekly Assignments (Deadline: Thursdays at 11:59 PM)</b>
Week 9 3/16 to 3/22	Entrepreneurship Simulation Day (5) - Small Business Development Center Optional Extra Credit: Job I Love Lecture (S. Santellana, WS Construction)	M/B Group-Play Meeting and Decision Input: Rollover #5 Submit on Hiroton.com - Resume Correction
Week 10 3/23 to 3/29	Management Simulation Day (6) – Human Resources	M/B Group-Play Meeting and Decision Input: Rollover #6 Submit on D2L - Career Interview Assignment Part 2
Week 11 3/30 to 4/5	Simulation Day (7) - Non Profit	M/B Group-Play Meeting and Decision Input: Rollover #7
Week 12 4/6 to 4/12	Business Ethics and Better Business Bureau Simulation Day (8) - Business Analytics	M/B Group-Play Meeting and Decision Input: Rollover #8 Submit on D2L - Career Interview Assignment Part 3
Week 13 4/13 to 4/19	Digital Marketing and Personal Branding Finance	Submit on D2L - Screen Shot of Personal Professional Digital Landing Page (ie. LinkedIn)
Week 14 4/20 to 4/26	Doing Business Presentations Personal Finance & Insurance Optional Extra Credit: Job I Love Lecture (Jessica Dean: Sober Living)	
Week 15 4/27 to 5/3	Group Presentations	
Week 16 5/4 to 5/10	Group Presentations	Complete on D2L - Mikes Bikes group members evaluation
Week 17 5/11 to 5/13	No Class (Only if Needed)	