



DILLARD COLLEGE **Business Administration**

A Member of the Texas Tech University System

SYLLABUS: Foundations of Business - BUAD 1033, Section 103

Fall Semester 2024 (Tuesday and Thursday) 11:00 AM to 12:20 PM - Dillard 101

Instructor: Tony Dunkerley
Office Hours: By Appointment
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To contact the instructor, please use the email address provided.

We will mainly communicate about the course through D2L. Please note that all official university communications will be sent to your MSU-provided email address, not your personal email address.

Course Materials (required)

- Desire2Learn course site (<https://d2l.msutexas.edu>)
- Mikes Bikes Simulation access code: available for purchase at the MSU Bookstore or can purchase directly from SmartSims.com from web link listed on introductory email.

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.

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.

Desire2Learn (D2L)

This is the website for the course. Students are expected to check this website regularly for important course information, course documents, and correspondence from the instructor.

Attendance Policy:

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, even though participation points are deducted for any missed classes. Once you exceed 4 absences, the professor has the right to drop you from the course. Each class meeting 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.

Late Work, Makeup Work and Other Related Policies

Students are responsible for maintaining a reliable internet connection for accessing course materials and submitting assignments. All assignments, quizzes, and group projects must be completed by their designated due dates, which will be clearly outlined in the Tentative Course Schedule. Late work is generally not accepted. Failure to submit assignments or adequately contribute to group work will result in a zero.

Students are expected to manage their time effectively to complete assignments and fully participate in group projects. If a student anticipates a scheduling conflict or emergency that may prevent timely completion of an assignment or quiz, they must contact the instructor in advance to discuss possible alternative arrangements.

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.

Grading and Evaluation

To ensure success in this course, students must effectively manage their time and adhere to assignment deadlines. All assignments, including quizzes, group projects, and class discussions, must be submitted or participated in by their due dates. Late work, including late submissions or non-participation in group projects or discussions, will not be accepted unless prior arrangements and approval have been made with the instructor.

Procrastination can significantly impact student performance. To maximize learning and achieve desired outcomes, students are encouraged to stay current with course materials, complete assignments promptly, actively participate in class discussions, and seek clarification when needed.

By adopting effective time management strategies and engaging fully in the course, students can optimize their learning experience.

Early Alert Notices

I participate in the University’s Early Alert System. At least once per semester I will input alerts about student participation/performance in the class. These alerts will indicate one of the following:

- **Student Making Satisfactory Process**-Keep up the Good Work
- **Attendance Alerts**—Your current attendance habits have risen to the point where your professor is concerned it could negatively affect your grade in the course. Refocus on attendance and talk to your professor if you are experiencing extenuating circumstances.
- **Student Needs Tutoring**—This is vague and may or may not mean that you need tutoring. It is simply the most accurate selection of the options for a student where the professor is concerned the student might make a D or F in the course and attendance.
- **Student not putting forth appropriate effort**—this is usually a distraction issue. This most likely means that you are physically coming to class but appear to be distracted and/or not paying attention. Could also include not submitting assignments.
- **Student is Not Submitting Assignments**—this one is self-explanatory and indicates that the professor shows that you do not routinely submit the required assignments.

If you receive any of these “negative” alerts, it does not mean that you need to drop the course. The whole point of submitting these early alerts is to give a student time to correct the issue and still perform well in the course. Please do not hesitate to reach out to your professor with questions or to discuss the struggles you may be facing in the course.

Midterm grades or Early Alerts are not reported on a transcript and are only meant to aid students during the semester.

Graded Elements

Student performance will be assessed using the following elements:

Element	Points
Personal Bio	30
MikesBikes Business Simulation - Getting Started	20
MikesBikes Business Simulation - Single-Player	30
MikesBikes Business Simulation - Multi-Player Group Participation	40
MikesBikes Multi-Player Group - Final Group Presentation	120
Quizzes (10 @ 15 each)	150
Resume Writing & Upload	15
Resume Correction 1	10
Resume Correction 2	5
Resume Correction 3	5
Career Interview Assignment - Part 1	10
Career Interview Assignment - Part 2	50
Professional Networking (Career Awareness)	5
Professional Networking (Personal Branding)	5
Professional Networking (Follow-up Letter/Thank you)	5
General Attendance/Participation	60
Group Presentation Attendance/Participation	40
Total Available Points	600

Grades will be determined on the basis of the total points earned. Letter grades will be given according to the following scale:

Letter Grade	Points Earned
A	600 - 540
B	539 - 480
C	479 - 420
D	419 - 360
F	< 360

Quizzes

There will be both announced and unannounced quizzes 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. 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 10 quiz grades will be counted towards your final grade. If there are more than 10 quizzes given, the lowest scores will be dropped. Please make sure to attend class, check D2L for announcements, and pay attention to what is being presented and discussed.

Remember that 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.**

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 pricing, marketing, production, distribution, finance, and product development decisions. 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 individually and as part of a team/group is required for this class.

You will receive an introductory email from help@smartsims.com during the first week of the semester. Use the login credentials outlined in the introductory email to access the simulation and pay the required access fees. Simulation fees can be paid directly through your SmartSims.com login or by purchasing an access code through the MSU Texas bookstore.

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 MikesBikes 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 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 understand 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 decide 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 MikesBikes 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 grading components for the oral part of the presentation, the 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 Prezi is the preferred method for presentation delivery. More details on the content and structure of the presentation will be discussed in class.

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.

Digital Professional Networking Platforms

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

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 specific instructions about this assignment will be posted on the D2L website.

Professional Resume

This course will assist you in developing a professional resume and learning essential resume-building skills. To assist in this process, you'll gain access to Quinncia.io, 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.

Passport (Experiential Learning – Bonus Credit)

If we can, 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.

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.

Academic Integrity

With regard to academic honesty, students are referred to the “Student Honor Creed” on page 23 of Midwestern State University Undergraduate Catalog, Volume LXXV, Number 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.

Professional Conduct

Students in this course should behave in a professional manner at all times. This includes classroom conduct, group interactions, presentations, and correspondence with the instructor. E-mails 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.

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 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

Syllabus Changes:

This syllabus is a guide for the course and is subject to change.

Course Content and Outline

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

(A list of due dates is on the separate table).

Week	Day	Date	Topic
1	T	27-Aug	Syllabus/Introduction/Business Overview/
	TH	29-Aug	Intro to MikesBikes/Understanding Economics
2	T	3-Sep	What are Stocks and Margins
	TH	5-Sep	MikesBikes
3	T	10-Sep	MikesBikes
	TH	12-Sep	MikesBikes single player wrap up
4	T	17-Sep	Resumes & Career Management
	TH	19-Sep	How form a Business
5	T	24-Sep	Entrepreneurship and Starting a Small Business/Pricing Goods and Services
	TH	26-Sep	Effective Marketing and Promoting/Simulation Day
6	T	1-Oct	Management, Leadership and Structuring Successful Businesses
	TH	3-Oct	Distribution and Logistics/Simulation Day
7	T	8-Oct	Production and Operations Management
	TH	10-Oct	HR and Benefits/Simulation Day
8	T	15-Oct	Understanding Accounting
	TH	17-Oct	Social Responsibility of Business/Simulation Day
9	T	22-Oct	Financial Management
	TH	24-Oct	Money and Banking
10	T	29-Oct	Agribusiness/Using Technology and Analytics
	TH	31-Oct	Business Com. (follow-up letters & thank you cards)/Simulation Day
11	T	5-Nov	Working in the Legal Environment/Managing Risk
	TH	7-Nov	Professional Personal Branding - Simulation Day
12	T	12-Nov	How to set-up and give a business presentation - Final Simulation Day
	TH	14-Nov	Personal Finance
13	T	19-Nov	Course wrap up or Presentations
	TH	21-Nov	Presentations
14	T	26-Nov	Presentations
	TH	28-Nov	NO CLASSES
15	T	3-Dec	Presentations
	TH	5-Dec	Presentations
16	TBA	TBA	Finals Week-Presentations 1:00 pm–3:00 pm (only if necessary)

Critical Due Dates

*Cutoff time for all due dates is 11:59 PM

Week #	Assignment or Assessment	Due Date*	Complete &/or Submit to
Week 1	Student Bio Assignment	Sunday, Sept. 1, 2024	Submit to D2L Assignment Dropbox
Week 2	Last day to set-up Smartsims M/B account and begin M/B Single-Player version	Sunday, Sept. 8, 2024	Complete on Smartsims.com
Week 3	M/B Single-Player simulation ends (complete 8 rollover and increase SHV)	Sunday, Sept. 15, 2024	Complete on Smartsims.com
Week 4	Create Quinncia.io account & upload initial resume to Quinncia account	Sunday, Sept. 22, 2024	Complete on Quinncia.io
	Deadline to have an account created on Handshake platform	Sunday, Sept. 22, 2024	Complete on app.JoinHandshake.com
Week 5	M/B Group-Play Meeting and Decision Input: Rollover #1	Friday, Sept. 27, 2024	Complete on Smartsims.com (Automatic Rollover)
	Submit 1st resume correction to Quinncia account for evaluation.	Sunday, Sept. 29, 2024	Complete on Quinncia.io

Week 6	M/B Group-Play Meeting and Decision Input: Rollover #2	Friday, Oct.4, 2024	Complete on Smartsims.com (Automatic Rollover)
	Submit Career Interviewee Information	Sunday, Oct.6, 2024	Submit to D2L Assignment Dropbox
Week 7	M/B Group-Play Meeting and Decision Input: Rollover #3	Friday, Oct.11, 2024	Complete on Smartsims.com (Automatic Rollover)
	Submit 2nd resume correction to Quinncia account for evaluation.	Sunday, Oct.13, 2024	Complete on Quinncia.io
Week 8	M/B Group-Play Meeting and Decision Input: Rollover #4	Friday, Oct.18, 2024	Complete on Smartsims.com (Automatic Rollover)
Week 9	M/B Group-Play Meeting and Decision Input: Rollover #5	Friday, Oct.25, 2024	Complete on Smartsims.com (Automatic Rollover)
	Career Interview Assignment	Sunday, Oct.27, 2024	Submit to D2L Assignment Dropbox
Week 10	M/B Group-Play Meeting and Decision Input: Rollover #6	Friday, Nov. 1, 2024	Complete on Smartsims.com (Automatic Rollover)
	Career Interview Thank-You Card Assignment	Sunday, Nov. 3, 2024	Submit scanned copy to D2L Assignment Dropbox; mail original to interviewee.
Week 11	M/B Group-Play Meeting and Decision Input: Rollover #7	Friday, Nov. 8, 2024	Complete on Smartsims.com (Automatic Rollover)
Week 12	M/B Group-Play Meeting and Decision Input: Rollover #8	Friday, Nov. 15, 2024	Complete on Smartsims.com (Automatic Rollover)
Week 13	Deadline to submit requests for final presentation date and time	Friday, Nov. 22, 2024	Submit to D2L Assignment Dropbox
	Submit 3rd resume correction to Quinncia account for evaluation.	Sunday, Nov. 24, 2024	Complete on Quinncia.io
	Presentations	TBA	TBA
Week 14	Presentations	TBA	TBA
Week 15	Presentations	TBA	TBA