



DILLARD COLLEGE **Business Administration**

A Member of the Texas Tech University System

SYLLABUS: Foundations of Business - BUAD 1033, Section 20X

Spring Semester 2025

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Course Materials (required)

- Desire2Learn course site (<https://d2l.msutexas.edu>)
- Smartsims MikesBikes Introduction to Business Simulation. An access code is available for purchase at the MSU Bookstore or can purchase directly from SmartSims.com from web link listed on introductory email sent to your MSUTexas student email account.
- McGraw-Hill Connect Access and Textbook: Understanding Business: 2024 Release, ISBN10: 1266645152 | ISBN13: 9781266645150, by Susan McHugh, Jim McHugh and William Nickels

Required digital materials for this course are part of the Courseware Access and Affordability Program at MSU Texas. Students are charged for required course materials on their student account with the Business Office.

Any students who wish to opt-out of the Program and purchase the required course materials on their own must do so based on instructions sent to you. Opt-out instructions are sent to students' official my.msutexas.edu email address after the first day of class. Please contact the MSU Bookstore if you have any questions about the opt-out process.

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 for important course information, course documents, and correspondence from the instructor regularly.

Attendance Policy:

Since this course is taught asynchronously over the web, we have no regular scheduled meeting times, and therefore no required in-classroom attendance. Your grade is completely determined by your work and participation. In lieu of a normal physical attendance policy based on absences, your attendance will be measured by your assignments being turned in on time and participation in class discussion boards. As such, missing any three assignments or failing to login to the class web site for two consecutive weeks is equivalent to three unexcused absences, and in accordance with the Student Handbook and Undergraduate Catalog, can result in being administratively withdrawn from the course, which results in a grade of "F". D2L allows me to document each time you log into the course and what messages you have read in the discussion board.

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

Online courses offer the flexibility to learn at your own pace, but this freedom requires strong time management skills and active participation. 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.

Ungraded Elements

There is not a grade assigned to these particular elements, but you are expected to complete them as part of your overall class participation:

- Get started assignment, Get started quiz, introduction message board post

Graded Elements

Student performance will be assessed using the following elements:

| Element | Points |
|--|--------|
| Personal Bio | 30 |
| MikesBikes Single-Player Business Simulation - Getting Started | 10 |
| MikesBikes Single-Player Business Simulation - Part 1 | 10 |
| MikesBikes Single-Player Business Simulation - Part 2 | 20 |
| MikesBikes Competitive Player Business Simulation - Participation | 40 |
| MikesBikes Competitive Player Business Simulation - Final Presentation | 120 |
| Reading assignments (10 @ 5 pts ea.) | 50 |
| Quizzes (10 @ 15 ea.) | 150 |
| Resume - Writing & Upload | 15 |
| Resume - Correction #1 | 10 |
| Resume - Correction #2 | 10 |
| Career Interview Assignment - Part 1 (Scheduling an Interviewee) | 10 |
| Career Interview Assignment - Part 2 (Written Career Interview) | 50 |
| Career Interview Assignment - Part 3 (Follow-up Thank You Note) | 15 |
| Digital Career Awareness Platform Profile (e.g., Handshake) | 5 |
| Digital Professional Networking Profile (e.g., LinkedIn) | 5 |
| Total Points Available | 550 |

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

| Letter Grade | Points Earned |
|--------------|---------------|
| A | 550 - 495 |
| B | 494 - 440 |
| C | 439 - 385 |
| D | 384 - 330 |
| F | < 330 |

In order to help students to keep track of their progress toward the course objectives, the instructor for this class will provide a Midterm Progress Report on WebWorld of the students that are at risk of earning an D or an F in this class. 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 see the instructor as soon as possible to discuss about strategies (e.g., tutoring) that can contribute to earning a better grade.

Quizzes

Students will have approximately one week to complete a 5 to 10-question multiple-choice quiz. Quiz questions will cover material presented in class materials and homework reading assignments.

Once started, you will have 15 minutes to finish the quiz and submit your answers.

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 complete all reading assignments, check D2L for announcements and pay attention to what is being presented and discussed.

NO MAKEUP QUIZZES will be allowed.

Business Simulation (Smart Sims Mikes Bikes Intro)

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. Not paying all the required fees in a timely manner for the simulation will result in a zero and possible course drop.

You will receive an introductory email to your MSU Texas student email account (XXXX@my.msutexas.edu) 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

Before participating in the competitive rounds of the business simulation, each student will complete an introductory single-player simulation using Mikes Bikes.

This individual exercise allows students to familiarize themselves with how the Mikes Bikes simulation works and experiment with making decisions without impacting the team's performance.

The single-player simulation will be conducted prior to starting the competitive portion of the simulation.

Grading for this exercise will be based on completion, with minimal to moderate emphasis placed on company performance. The primary objective is to gain familiarity with the simulation and understand how decisions impact the company's bottom line.

Mikes Bikes Competitive Rounds

During the competition rounds of the simulation, students will compete against other students. Each student will make decisions and decide the future of your virtual company in a competitive

environment. The student 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 student will deliver a 10-minute video presentation about their MikeBikes company. This presentation will serve as a final exam of students' understanding of the company's operations and finances, and their ability to develop and launch new products into new markets. Students are responsible for recording and uploading their presentations.

Student final presentations will be evaluated using a rubric, which will be available on D2L. Presentation software platforms (such as PowerPoint, Canva, Prezi, and Google Slides) are recommended for delivering your presentation. Further details regarding the content and structure of the final 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.

Professional Resume

A resume is important. It briefly outlines academic achievements, extracurricular activities, volunteer work, and relevant experiences, demonstrating skills and potential contributions to prospective employers or colleges during job, internship, or admissions applications. Even with limited professional experience, a carefully prepared resume can emphasize strengths and make candidates competitive. This course assists in creating a professional resume using Quinncia.io, an AI tool available for MSU students. Resumes will be assessed based on timely submission, formatting, relevant content, and improvement based on feedback.

Digital Career Awareness and 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 may choose any professional within your desired field, as long as they are actively engaged in that area and are not members of your immediate family. More specific instructions about this assignment will be posted on the D2L website.

Passport (Experiential Learning – Bonus Credit)

To enhance learning, students are encouraged to attend various approved business-oriented events outside class time throughout the semester. Attending a minimum number of these events may qualify for bonus points. Please note that this is the only opportunity to earn extra credit in this course.

More specific information concerning these opportunities will be announced in class and/or posted on the D2L website.

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! Please check the course calendar on Brightspace/D2L. It will be the official calendar for the class, and any changes or alterations will be noted there as well as on the class discussion board.

| Week # | Dates (Spring 2025) | Topic | Class Materials & References |
|---------|---------------------|--|---|
| Week 1 | Jan 21 – Jan 26 | a. Dynamic Business Environment - Business Overview b. Overview of MikesBikes Business Simulation c. Write Student Bio | <ul style="list-style-type: none"> Textbook - Chapters 1 D2L Course Site SmartSims Business Simulation |
| Week 2 | Jan 26 – Feb 2 | a. Understanding Economics b. Getting Started with MikesBikes c. d. MikesBikes – Making Year 1 and 2 Decisions | <ul style="list-style-type: none"> Textbook Chapter 2 D2L Course Site M/B Player's Manual Tutorial Videos for MikesBikes Introduction |
| Week 3 | Feb 3 – Feb 9 | a. How form a Business b. MikesBikes – Making Year 3 and 4 Decisions | <ul style="list-style-type: none"> Textbook Chapter 5 D2L Course Site M/B Player's Manual Tutorial Videos for MikesBikes Introduction |
| Week 4 | Feb 10 – Feb 16 | a. Professional Resumes & Career Management b. Digital Career Awareness Platforms c. MikesBikes – Making Year 5 and 6 Decisions | <ul style="list-style-type: none"> D2L Course Site MSU Mustang Survival Guide MSU Texas Mustang Hire Join Handshake Webpage Link Join Quinnia Webpage Link M/B Player's Manual Tutorial Videos for MikesBikes Introduction |
| Week 5 | Feb 17 – Feb 23 | a. Entrepreneurship and Starting a Small Business b. MikesBikes – Making Year 7 and 8 Decisions c. MikesBikes – Single Play wrap-up | <ul style="list-style-type: none"> Textbook Chapters 6 D2L Course Site SmartSims Business Simulation M/B Player's Manual |
| Week 6 | Feb 24 – Mar 2 | a. Management and Leadership b. Career Interview: Part 1 - Scheduling an Interviewee c. MikesBikes – Competitive Round Decisions Year 1 | <ul style="list-style-type: none"> Textbook Chapters 7 D2L Course Site SmartSims Business Simulation M/B Player's Manual |
| Week 7 | Mar 3 – Mar 9 | a. Production and Operations Management b. Professional Resume 1 st Correction c. MikesBikes – Competitive Round Decisions Year 2 | <ul style="list-style-type: none"> Textbook Chapter 9 D2L Course Site Quinnia Webpage Access Link SmartSims Business Simulation M/B Player's Manual |
| Week 8 | Mar 10 – Mar 16 | Spring Break | |
| Week 9 | Mar 17 – Mar 23 | a. Production and Operations Management b. Career Interview: Part 2 - Submit Written Career Interview c. MikesBikes – Competitive Round Decisions Year 3 | <ul style="list-style-type: none"> Textbook Chapters 11 D2L Course Site SmartSims Business Simulation M/B Player's Manual |
| Week 10 | Mar 24 – Mar 30 | a. Understanding Accounting b. Professional Resume 2nd Correction c. MikesBikes – Competitive Round Decisions Year 4 | <ul style="list-style-type: none"> Textbook Chapters 17 D2L Course Site Quinnia Webpage Access Link SmartSims Business Simulation M/B Player's Manual |

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|---------|-----------------|---|---|
| Week 11 | Mar 31 – Apr 6 | a. Finance Management b. MikesBikes – Competitive Round Decisions Year 5 | <ul style="list-style-type: none"> • Textbook Chapters 18 • D2L Course Site • SmartSims Business Simulation • M/B Player's Manual |
| Week 12 | Apr 7 – Apr 13 | a. Working in the Legal Environment & Ethics b. Career Interview: Part 3 – Follow-up Letter and Professional Thank-You Notes c. MikesBikes – Competitive Round Decisions Year 6 | <ul style="list-style-type: none"> • Textbook Bonus Chapter A • D2L Course Site • SmartSims Business Simulation • M/B Player's Manual |
| Week 13 | Apr 14 – Apr 20 | a. Using Technology to Manage Information b. MikesBikes – Competitive Round Decisions Year 7 | <ul style="list-style-type: none"> • Textbook Bonus Chapter B • D2L Course Site • SmartSims Business Simulation • M/B Player's Manual |
| Week 14 | Apr 21 – Apr 27 | a. Managing Risk b. Digital Professional Networking Platforms c. MikesBikes – Competitive Round Decisions Year 8 | <ul style="list-style-type: none"> • Textbook Bonus Chapter C • D2L Course Site • LinkedIn for Professional Networking • SmartSims Business Simulation • M/B Player's Manual |
| Week 15 | Apr 28 – May 4 | a. Managing Personal Finances and Investing b. Preparing a 10-minute Oral Presentation | <ul style="list-style-type: none"> • Textbook Bonus Chapter D • D2L Course Site • SmartSims Business Simulation • M/B Player's Manual |
| Week 16 | May 5 – May 11 | a. MikesBikes – Competitive Round Final Presentation | <ul style="list-style-type: none"> • SmartSims Business Simulation • D2L Course Site • M/B Player's Manual |