



Dillard College of Business Administration

SYLLABUS: Foundations of Business

BUAD 1033, Section 103

Fall Semester 2023

Monday, Wednesday 2:00 PM to 3:20 PM

Dillard 129

Contact Information

Instructor: Tony Dunkerley
Office Hours: By Appointment
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Course Materials (required)

- Desire2Learn course site
- Mikes Bikes Simulation access code: available for purchase at the MSU Bookstore

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

Dillard College of Business 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 undergraduate inquiry and creativity through teamwork.
 - ✦ 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.

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:

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

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!!

Food and Beverage Policy: Food and beverages of any kind, other than water in a bottle that has a lid, are not permitted in classrooms at any time. However, food and beverages 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.

Grading and Evaluation

Student performance will be assessed using the following elements:

Element	Points
Short Bio on Desire2Learn	15
Quizzes (10@ 15 points each)	150
Ethical Dilemma	10
Career Interview Assignment	75
MikesBikes Single Player Introduction	20
Resume	35
Professional Networking	15
Group Project Presentation	125
Attendance Participation during other presentations	30
General Class Attendance/Participation	75
Total Available Points	550

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	Greater than 495
B	494-440
C	439-385
D	384-330
F	Less than 329

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.

Business Simulation

Each student will participate in the Mikes 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.

- Mikes 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. There will be grades for the oral part of the presentation, written part of the presentation, and your professional appearance (see page 8 of syllabus for more information). 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 class.

Mikes Bikes Single Player Introduction

In order for each student to prepare for the business simulation, each student should complete the Mikes Bikes single player introduction. During this “trial” simulation, the student will have the opportunity to become familiar with the Mikes Bikes program 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 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 get a basic understanding of how the decisions affect the company bottom line.

Late Work

Late work is generally not accepted for any reason. Students have the opportunity to submit papers early. More details on assignment submission can be found in the Project Guidelines.

Desire2Learn

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.

Passport

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.

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. Most quizzes will start precisely at the beginning of class. No makeup quizzes will be allowed, including students who are tardy.

File Submission

Most 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.

Business Communications

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.

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 choose to interview should be someone who works

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

Professional Resume

- Each student must complete a professional resume. Evaluations will be based upon the following factors:
 - Use of resume guidelines as outlines in the CMC class presentation.
 - Proper submission of an initial draft resume to the Career Management Center (CMC) and or Quinncia for professional review and critique.
 - Submission of correction of initial resume to instructor as described in class.
 - Submission of final resume to instructor as described in class.
 - Students will be graded on meeting assigned deadlines and their continual improvement of their resume.
 - A finalized resume will need to be submitted in accordance with the information given by the instructor.

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 not reported on transcripts, and will not be calculated in the 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.

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.

Course Content and Outline

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

Week	Day	Date	Topic	Class Schedule Note
1	M	28-Aug	Syllabus/Introduction	
	W	30-Aug	Business Overview/Intro to MikesBikes	Student Bio Assignment Due
2	M	4-Sep	NO CLASSES	Labor Day
	W	6-Sep	Resume/Quinnia.io/Career Management Center	
3	M	11-Sep	MikesBikes	Deadline to Create Handshake
	W	13-Sep	Economics	
4	M	18-Sep	Marketing	M/B Single Player Due
	W	20-Sep	Building Brand/Digital Marketing	Deadline to Create Quinnia Account
5	M	25-Sep	Finance - Simulation Day	Rollover 1
	W	27-Sep	Personal Finance	Submit Initial Resume to Quinnia
6	M	2-Oct	Entrepreneurship/Intl Business/Global Studies - Simulation Day	Rollover 2
	W	4-Oct	Non-Profits and Applied Business	Submit Career Interviewee Appt, Info
7	M	9-Oct	Business Management - Simulation Day	Rollover 3
	W	11-Oct	HR and Benefits	
8	M	16-Oct	Accounting - Simulation Day	Rollover 4
	W	18-Oct	Agribusiness	
9	M	23-Oct	Business Meeting organization & Etiquette	Rollover 5
	W	25-Oct	Business Meeting organization & Etiquette	Deadline to Create LinkedIn Account
10	M	30-Oct	Developing a Business Plan & SBDC - Simulation Day	Rollover 6
	W	1-Nov	Business Ethics	Career Interview Due
11	M	6-Nov	Management Information Systems - Simulation Day	Rollover 7
	W	8-Nov	Legal Environment of Business	Submit Resume Corrections to Quinnia
12	M	13-Nov	Presentation and Public Speaking - Simulation Day	Rollover 8
	W	15-Nov	Business Communications	Career Interview Thank You Cards Due
13	M	20-Nov	Presentations	Final Resume Due
	W	22-Nov	NO CLASSES	Thanksgiving
14	M	27-Nov	Presentations	
	W	29-Nov	Presentations	
15	M	4-Dec	Presentations	
	W	6-Dec	Presentations	
16	M	11-Dec	Finals Week-Presentations (only if necessary)	

Group Presentation Rubric

Team Name _____ Time: _____

Component	10-8	7-5 pts	4-0 pts	Notes
Visual Aids	Visual aids add to the presentation. Good contrast between text and background. Pictures, graphics, and sounds (if present) do not detract from presentation.	Visual aids somewhat distracting to presentation. Inappropriate use of one picture or graphic.	Visual aids are ineffective and/or distract from presentation. Understanding of presentation is hindered by aids.	
Professional Appearance	Presenters are in appropriate attire and conducts themselves in a professional business manner		Presenters not wearing appropriate clothing and do not conduct presentation professionally.	
Presentation Style	Good eye contact with audience, appropriate volume and rate of speech, gestures when appropriate	Some eye contact, but reading from screens or notes, inappropriate rate of speech or volume	Little to no eye contact made; understanding was severely limited by speaking volume or rate	
Presenter Transition	Transition between presenters was smooth and practiced	Some problems transitioning between presenters	Many problems with transitions, and/or operating equipment for fellow presenters	
Time	Presentation was 10 minutes (+/- 30 seconds)	Presentation was short or over by 1 minute	Presentation was short or over by 2 or more minutes	
Situation Background	Sufficient detail was provided about company to ensure audience understanding.	Some details about the company were provided	Little to no details about the situation were provided or too many details were provided	
Use of Strategic concepts	3 or more Strategic Management concepts were used	1-2 class concepts were used	No strategy concepts were used	
Problems Identified with Reasonable Solutions	Each identified problem (at least 4-5) had at least one plausible, sound solution presented and justified	Some problem solutions were justified; or only 1 or 2 problems were mentioned	Solutions were not adequate to address the problems	
Changes to Strategy	Suggestions for changes / improvements were based on Strategic concepts / analysis	Suggestions were based on personal assessment of importance	No attempt at a convincing argument was made	
Pitch	Presentation was convincing and makes investors want to invest	A decent pitch was given, but leaves the investor unsure as to whether or not to invest	Was not convincing, and is unlikely to gain investors.	
Organization	Presentation contains a clear introduction and conclusion. The remaining content is well-organized.	Presentation has a weak intro and conclusion. Some attempt at organization was made.	Presentation lacks a clear introduction and/or conclusion. No organization for content.	