



Dillard College of Business Administration

SYLLABUS: Foundations of Business

BUAD 1033 Section 101, Fall Semester 2020

Tuesday/Thursday 9:30 - 10:50 AM

Dillard Building, Room 129

Contact Information

Instructor(s): Dr. Robert C. Forrester, Dillard Distinguished Professor of Energy Finance
(assisted by Prof. Allison Forrester, MBA, PhD Candidate)

Office: DB 209A

Office hours: Tuesday 12:30 pm to 2:00 pm, Wednesday 2:00 pm to 3:30 pm, Thursday 12:30 pm to 2:00 pm and by appointment. Zoom Office Hours ID: 288 612 8207 (you will enter the waiting room, and I'll bring you into the video conference).

Office phone: (940) 397-4360

Cell Phone: (940) 867-1156 (please not after 10 pm unless it's an emergency. Text messages work, too)

E-mail: robert.forrester@MSUTexas.edu

Zoom Link: <https://msutexas-edu.zoom.us/j/92065388413?pwd=M1VKtN1b3J5ZzBUVnk1RMUN3Mk1kUT09>

Zoom Data: Class Meeting ID: 920 6538 8413 Passcode: 8r753s

Course Materials

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

Other Requirements

Each student is required to obtain an external webcam. The technical specifications should include: Sensor: CMOS; Minimum Resolution: HD 720p; Note: The webcam recommendations listed on this page meet or exceed the minimum resolution. For example, options with HD 1080p and 720p image resolution possess functionality to exceed the minimum; Viewing Angle: 70 degrees or higher; Interface: USB 2.0; Focus: Automatic or Manual; Microphone: Integrated microphone; Imaging Distance: 5 cm to infinity; Video Format: Color; Minimum Height of Camera (using gooseneck or tripod): 8 inches.

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 presentations skills, and introduced 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 the class time except for an emergency. Cell phone activity (including texting) is prohibited.

COVID Related Updates:

All students will be expected to wear a face-covering during the entire class period and while inside the building. Face coverings must be worn appropriately, i.e., if you are wearing a mask, it must cover both your nose and mouth. All students will be expected to attend classes face to face when possible. However, flexibility to participate in a live stream will be given for students who are not feeling well, and do not pass the COVID-19 screening tool. If you are not feeling well, please DO NOT come to the physical classroom. For students who are occasionally unable to attend class, it will be expected that you login and participate in the live stream that will be made available via Zoom inside D2L. Not attending in person and not being available for the live stream will count as an absence. This is not a go at your own pace online course and is built around participation. Therefore, if you are feeling well, we do expect you to attend class. If you are not feeling well or do not pass the COVID-19 self-assessment, please do NOT come to class and instead join us via the live stream. Please use good judgment here as participating in a live stream is ok when you are not physically well enough to come to class, and attendance will be taken via both methods of instruction.

Students who fail to strictly adhere to the MSU COVID-19 policies (not wearing a mask/face covering, repeatedly wearing a mask incorrectly, and other behavioral standards) will be asked to leave the classroom and possibly dropped from the course.

Requirements for the live stream: Please make sure your Zoom name reflects your name. Students must be logged into the Zoom live stream no later than three minutes passed the scheduled class start time. Students arriving later than three minutes after the class has begun, may not be granted access to the stream. Students must remain logged in the entire time with their camera on. If a student's camera is off and/or they are not actively taking notes and participating, the student will be counted absent from the course that day. Additionally, the instructor will call on students participating via live stream just as much as people in the classroom.

Class streams will not be recorded or available to view later.

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. 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
Career Interview	50
MikesBikes Single Player Introduction	20
Résumé	30
Group Project Presentation	145
Attendance Participation during other presentations	25
General Class Attendance/Participation	50
Total Available Points	550

Grades will be determined based on the total points earned. Letter grades are assigned 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

Grade Reporting

In order 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

Quizzes

All of the quizzes in this course will be through the D2L platform. 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 that students will be allowed to access and take a quiz. Online quizzes will have a time limit. No makeup quizzes will be allowed.

Ethical Dilemma Situation

General Information

- Each student will complete an ethical dilemma situation assignment, or an instructor approved alternative assignment designed to solve an ethical dilemma presented.
- The paper must be approximately one full page of text and completed in Microsoft Word, or another similar program (No email format)
- Use 1" margins on all sides, 12 point font (Times New Roman or Calibri), and double-space text.

Grading

- 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.
- Grading will be based upon whether or not 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 to assess your decision-making process.

Business Communications

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 the basics of business communication. Please see the information below about specific assignments that relate to business communications.

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 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. 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.
- 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 assigned due date.

Mikes Bikes Introduction - General Business Simulation -

Mikes Bike Intro - 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.

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 for playing an active role in the future of your company.

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 presentation as well as 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.

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 provide students the opportunity to become familiar with the Mikes Bikes program and experiment with making decisions that do not affect the outcome of the team experience.
- Single-player grading will be done on a completed/not completed basis with emphasis placed on shareholder value and completion of 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.

Application of Business Research

Students will be introduced to research as it applies to the field of business. Students will be asked to complete various assignments related to research. More information will be given during 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 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 discretion of the instructor. 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 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!

()-indicates the day of a MikesBikes group rollover

Week	Date	Topic	Assignments Due
1	8/25/2020	Syllabus/Introductions	
	8/27/2020	Business Overview/MikesBikes Intro Simulation	
2	9/1/2020	What are Stocks? Strategic Business Concepts/Business Plan	Student Bio Assignment Due
	9/3/2020	Making Decisions in MikesBikes Intro Simulation	
3	9/8/2020	MikesBikes Single Player Wrap-up	MikesBikes Single Player Grade Issued
	9/10/2020	Career Mgmt Center/Preparing Resumes	
4	9/15/2020	Economics/Finance	Draft Resume Due to CMC
	9/17/2020	Simulation Day-via Zoom	(MikesBikes Rollover 1)
5	9/22/2020	Marketing	
	9/24/2020	Simulation Day-via Zoom	(MikesBikes Rollover 2)
6	9/29/2020	Marketing/ Accounting	
	10/1/2020	Accounting / Simulation Day-via Zoom	(MikesBikes Rollover 3)
7	10/6/2020	Group Dynamics/Organizational Behavior	
	10/8/2020	Management / Simulation Day-via Zoom	(MikesBikes Rollover 4)
8	10/13/2020	Management Information Systems	Career Interview Assignment Due
	10/15/2020	Business Ethics / Simulation Day-via Zoom	(MikesBikes Rollover 5)
9	10/20/2020	Entrepreneurship / Small Business	
	10/22/2020	Simulation Day-via Zoom	(MikesBikes Rollover 6)
10	10/27/2020	Agribusiness	
	10/29/2020	International Business/Globalization Simulation Day-via Zoom	(MikesBikes Rollover 7)
11	11/3/2020	Legal Environment of Business	
	11/5/2020	Business Communications / Simulation Day-via Zoom	(MikesBikes Rollover 8)
	11/10/2020	Presentations	

12	11/12/2020	Presentations	Finalized Resume & Supporting Documentation Due
13	11/17/2020	Presentations	
	11/19/2020	Presentations	
14	11/24/2020	Presentations	
	11/26/2020	Thanksgiving Holiday (No Classes)	
15	12/1/2020	Personal Finance – via Zoom	
	12/3/2020	Course Wrap Up – via Zoom	
16	12/8/2020	Finals Week-Presentations if necessary	