



DILLARD COLLEGE **Business Administration**

A Member of the Texas Tech University System

SYLLABUS: Foundations of Business - BUAD 1033, Section 201

Spring Semester 2025 (Monday, Wednesday, Friday) 11:00 AM to 11:50 AM - 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 up to 4 absences; participation points will be deducted for each missed class. Exceeding 4 absences may result in being dropped from the course. Classes will run as scheduled. Do not leave or enter the classroom during the class hour, unless it's an emergency. Cell phone use is prohibited and will reduce participation points. Tardiness will result in a reduction of participation points. Excessive tardiness may lead to being dropped from the course.

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.

Professional Conduct

Students are expected to always maintain professional behavior throughout the course, including during classroom activities, group interactions, presentations, and all communications with the instructor. Unprofessional emails to the instructor will not be responded to. Please see the later section of the syllabus for the full professionalism statement of the Dillard College of Business Administration

Earbuds and Headphones

To ensure optimal focus and active participation in learning activities, the use of earbuds and headphones is generally **unprofessional and** prohibited in the classroom. Exceptions may be made for students with documented disabilities requiring headphones for learning. These students should discuss necessary accommodations with the instructor. All students must remove earbuds and headphones upon entering the classroom.

Consequences for Inappropriate Behavior

Students who do not adhere to expectations of professional conduct during class or associated class activities may face consequences, which could include a verbal warning, a grade deduction, or removal from the course.

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 Single-Player Business Simulation - Getting Started	10
MikesBikes Single-Player Business Simulation - Part 1	10

MikesBikes Single-Player Business Simulation - Part 2	20
MikesBikes Multi-Player Business Simulation - Group Participation	40
MikesBikes Multi-Player Business Simulation - Final Group Presentation	120
Quizzes (10 @ 15 each)	150
Resume Writing & Upload	15
Resume Correction #1	10
Resume Correction #2	10
Career Interview Assignment - Part 1 (Scheduling an Interviewee)	5
Career Interview Assignment - Part 2 (Written Career Interview)	50
Career Interview Assignment - Part 3 (Follow-up Thank You Note)	10
Digital Career Awareness Platform Profile (e.g., Handshake)	5
Digital Professional Networking Profile (e.g., LinkedIn)	5
General Attendance/Participation	65
Group Presentation Attendance/Participation	45
Total Available Points	600

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

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

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 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 Introduction

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 team assignments for the competitive multi-player portion.

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 (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. The use of presentation software platforms (PowerPoint, Canva, Prezi, Google Slides, etc....) 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.

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.

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!

Week	Day	Date	Topic	Class Schedule Notes and Due Dates
1	M	20-Jan	NO CLASSES	National Holiday - MLK Day
	W	22-Jan	Syllabus/Introduction	
	F	24-Jan	Business Overview/Intro to MikesBikes	
2	M	27-Jan	Business Overview/Intro to MikesBikes	
	W	29-Jan	MikeBikes Making Year 1 Decisions	Deadline to upload Student Bio to D2L
	F	31-Jan	Basic Pricing and Promoting Products	
3	M	3-Feb	MikeBikes Making Year 2 Decisions	
	W	5-Feb	MikeBikes Making Year 3 Decisions	
	F	7-Feb	MikeBikes Making Year 4 Decisions	
4	M	10-Feb	MikeBikes Making Year 5-8 Decisions	
	W	12-Feb	MSU Career Management Center Overview	
	F	14-Feb	Resume/Quinnia.io	Deadline to Complete MBs Single Player
5	M	17-Feb	MikeBikes Single player Wrap-up	
	W	19-Feb	Mike's Bikes Grouping - Simulation Day	Simulation Day (Competitive Rollover 1)
	F	21-Feb	Business Ethics	Deadline to Create Handshake Acct, Quinnia Acct & Upload Resume'
6	M	24-Feb	Economics	
	W	26-Feb	Economics - Simulation Day	Simulation Day (Competitive Rollover 2)
	F	28-Feb	Understanding Business Stocks	Deadline to Submit Career Interview - Part 1
7	M	3-Mar	Marketing	
	W	5-Mar	Digital Marketing - Simulation Day	Simulation Day (Competitive Rollover 3)
	F	7-Mar	International Business/Global Studies	Deadline to Submit 1st Resume Corrections to Quinnia
8	M	10-Mar	NO CLASSES	Spring Break
	W	12-Mar	NO CLASSES	Spring Break
	F	14-Mar	NO CLASSES	Spring Break
9	M	17-Mar	Accounting/Record Keeping	
	W	19-Mar	Accounting/Record Keeping - Simulation Day	Simulation Day (Competitive Rollover 4)
	F	21-Mar	Bio-Economy/Food Value Chains/Agribusiness	Deadline to Submit Career Interview - Part 2
10	M	24-Mar	Finance	
	W	26-Mar	Financial Statements - Simulation Day	Simulation Day (Competitive Rollover 5)
	F	28-Mar	Personal Finance	Deadline to Submit 2nd Resume Corrections to Quinnia
11	M	31-Mar	Banking	
	W	2-Apr	Entrep/Small Business - Simulation Day	Simulation Day (Competitive Rollover 6)
	F	4-Apr	Management Information Systems	
12	M	7-Apr	Professional Branding/Networking	
	W	9-Apr	Non-Profits/Applied Business - Simulation Day	Simulation Day (Competitive Rollover 7)
	F	11-Apr	Energy Management	Deadline to Submit Career Interview - Part 3
13	M	14-Apr	Management, HR and Benefits	

	W	16-Apr	Pro. Branding/Networking - Simulation Day	Simulation Day (Rollover 8)
	F	18-Apr	No Classes	
14	M	21-Apr	Legal Environment of Business	
	W	23-Apr	Presentation and Public Speaking	
	F	25-Apr	Course Catch up Day	Easter Break - Deadline to Create LinkedIn Account
15	M	28-Apr	Presentations	
	W	30-Apr	Presentations	
	F	2-May	Presentations	
16	M	5-May	Presentations	
	W	7-May	Presentations	
	F	9-May	Presentations	Deadline to Submit Extra Credit Documentation
17	M	12-May	Finals Week-Presentations (only if necessary)	