Dillard College of Business Administration

SYLLABUS: Foundations of Business

BUAD 1033 Section 201

Fall Semester 2011
MW 12:30 – 1:50 PM
Dillard 101

Contact Information
Primary Instructor:  
   Dr. Michael Mills
Additional Instructors:  
   Mr. Robert Forrester  
   Dr. Barbara Nemecek  
   Mrs. Teresa Pontius-Caves  
   Mrs. Jackie Hoegger

Office hours:  
   Dr. Mills  
   MW 2-5:00 PM and by appointment  
   Office Located in BeaWood 126  
   Phone: (940) 397-4428/email michael.mills@mwsu.edu

Course Materials

1. WebCT course site
   Username: stumwsu  
   password: buad1033
   https://www.strengthsquest.com/schoolaccess/default.aspx  
   Cost $12.50

Course Description

A general survey course introducing the functional areas of business. This course is designed to provide the beginning business student with an introduction to the various business disciplines and demonstrate their interrelationships. Ethical issues facing the business person are also introduced.

Learning Goals

General Learning Goals

*Understand the basic fundamentals of the business environment.*  
Students will 1) identify challenges businesses face today, 2) discuss key social and economic roles that businesses serve and 3) discuss the major economic roles of the U.S. government and differentiate between a free-market and planned economies.
Develop ethical reasoning skills.
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.

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.
- 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.
- Understand and evaluate the advantages and disadvantages of the different forms of business organizations.
- Understand different leadership styles and motivational theories.
- Understand the purpose, structure, and functions of a comprehensive business plan.

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). 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.

Other Related Policies

a) Exam Policy: If a student misses a regularly scheduled exam, the student must immediately notify the instructor of the reason for his/her absence. With good reason, the instructor may allow a make-up exam. Make-up exams will be administered at the professor’s discretion, and the professor reserves the right to require documentation of reason for missing an exam. No makeup will be allowed for any missed quizzes.

b) 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 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 it!!

c) Food and Beverage Policy: Food and beverages of any kind 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:

- Short Bio on WebCT = 30
- Passport = 50
- Quizzes 6 @ 20 points each = 120
- Ethical Dilemma Situations 2 @ 25 points each = 50
- Business Article Reviews 2 @ 25 points each = 50
- Career Interview = 40
- Mikes Bikes Simulation-Single Player Introduction = 20
- StrengthsQuest Summary = 50
- Business Communications
  - Resume = 40
  - Cover Letter = 40
  - Customer Complaint letter = 40
- Group project
  - Presentation = 100
  - Written Communication = 100
  - Professional Appearance = 50
- Class Attendance/Participation = 50
- Total Available Points = 830

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

- A = 747-830 points
- B = 664-746 points
- C = 581-663 points
- D = 498-580 points
- F = less than 498 points

Americans with Disabilities Act

This class follows the guidelines suggested by the Center for Counseling and Disabilities Services for those students who qualify for disability services. See Midwestern State University Undergraduate Catalog, Vol. LXXV, No. 2, p. 26

Academic Integrity

With regard to academic honesty, students are referred to the “Student Honor 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.

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.
Business Simulation

- Each student will participate in the Mikes Bikes business simulation. You will be grouped into teams of 4-5 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.
  - 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 25 bonus points, while the second highest team will receive 15 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 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.
- This 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. Grades will not be assessed based upon shareholder value in the single player format, only the group format. 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 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.

WebCT/BlackBoard

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.
- If you have technical issues with WebCT/Blackboard, you may not have the proper Java configuration on your computer. To check that your configuration is correct, go to: http://distance.mwsu.edu/distance/javahelp.asp

Passport

Each student will be invited to attend a number of prominent business speakers/lectures during the course of the semester. Each student is required to attend 4 of those events in order to receive credit for this assignment.
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. No makeup quizzes will be allowed.

File Submission
Most files for this course will be submitted directly to me. Please do not submit any assignments though WebCT/Blackboard other than any assignment directly related to WebCT or unless you are given specific instructions to do so.

Business Communication
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.

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.

Ethical Dilemma Situations

General Information
- Each student will be asked to complete 2 “ethical dilemma situations”
- Each student will be required to answer the ethical dilemma in approximately 1 full page of text.
- Paper must be completed in Microsoft Word, or another similar program (No email format)
- Use 1” margins on all sides, 12 point font (Times New Roman), and double space text.
- Each student may be asked to briefly summarize their answers to a selected ethical dilemma in front of the class.

Grading
- These ethical dilemmas are 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 clearly answered the question that was asked. You will also be graded on whether or not your answer follows 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 test your decision making process.
Business Journal Reviews

General Information
- Each student will be asked to complete 2 business journal reviews
- Each student will be asked to complete the review in approximately 1 full page of text
- Paper must be completed in Microsoft Word, or another similar program (No email format) and should follow APA format.
- Use 1” margins on all sides, 12 point font (Times New Roman), and double space text.

Grading
- Grading will be based upon whether or not you followed the directions and gave an adequate review of the literature. If relevant, also include thoughts about how the topic could be applied to your business career. For example, if the topic of the article is leadership, what did you learn that you could apply to your future career?

Business Communications

General Information
- Each student will be asked to complete a resume, cover letter, professional memo, and official company response to a problem.

Grading
Grading will be based upon the following factors:
- Was the resume done in a professional manner?
- Did the resume cover all of the necessary topics?
- Did the writer use proper language and terminology in their descriptions?
- Was the cover letter written using proper business protocol?
- Did the cover letter cover all content discussed by the Career Management Center?
- Was the memo written in a professional manner?
- Was the official company response done in a professional manner?
- Did the response provide a satisfactory resolution for both the company and the customer?

StrengthsQuest Summary

General Information
- Each student will be required to complete the StrengthsQuest assessment to determine their 5 dominant strengths.
- Paper should be written following APA guidelines and should be approximately 2 pages.
- Each student must identify their 5 dominant Strengths, writing a brief summary or definition of each one.
- The student must then give examples of how each identified strength actually fits into their personality. Examples of situations in your life where you notice that strength being present are preferred.
- Finally, student should report what they learned about themselves while completing this exercise and how it will benefit them during their career.
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<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Assignments Due</th>
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<tbody>
<tr>
<td>1/18</td>
<td>Syllabus and Introductions</td>
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<td>1/23</td>
<td>Strengthsquest</td>
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<td>1/25</td>
<td>Marketing</td>
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<td>1/30</td>
<td>Management</td>
<td>Strengthsquest Paper Due</td>
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<tr>
<td>2/1</td>
<td>Business Week Introduction</td>
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<td>2/6</td>
<td>Intro to Mikes Bikes Simulation-Single Player</td>
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<td>2/8</td>
<td>Ethics</td>
<td>1&lt;sup&gt;st&lt;/sup&gt; Business Week Review Due</td>
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<td>2/13</td>
<td>Management Information Systems</td>
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<td>2/15</td>
<td>Finance</td>
<td>Ethical Dilemma 1 Due</td>
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<td>2/20</td>
<td>Mikes Bike Simulation-Placement in Groups</td>
<td>Mikes Bikes Single Player Completed</td>
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<td>2/22</td>
<td>Accounting</td>
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<td>2/27</td>
<td>Employee Motivation/Leadership</td>
<td>Career Interview Due</td>
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<td>2/29</td>
<td>Economics</td>
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<td>3/5</td>
<td>Entrepreneurship</td>
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<td>3/7</td>
<td>Resume/Cover Letter/Professional Attire</td>
<td>Ethical Dilemma 2 Due</td>
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<td>3/12</td>
<td>Spring Break</td>
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<td>3/14</td>
<td>Spring Break</td>
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<td>3/19</td>
<td>Internships</td>
<td>Class Meets @ 2:00 pm</td>
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<td>3/21</td>
<td>Executive in Residence Speaker</td>
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<td>3/26</td>
<td>International Business</td>
<td>Resume &amp; Cover Letter Due</td>
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<td>3/28</td>
<td>Business Communications</td>
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<td>4/2</td>
<td>Business Communications</td>
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<td>4/4</td>
<td>Non-profit</td>
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<td>4/9</td>
<td>Legal Environment of Business</td>
<td>Customer Complaint Letter Due</td>
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<td>4/11</td>
<td>Mikes Bikes Simulation</td>
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<td>4/16</td>
<td>Advertising</td>
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<td>4/18</td>
<td>Presentation Skills/Wrap Up</td>
<td>2&lt;sup&gt;nd&lt;/sup&gt; Business Week Review Due</td>
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<td>4/23</td>
<td>Presentations</td>
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<td>4/25</td>
<td>Presentations</td>
<td>Passport Due</td>
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<td>4/30</td>
<td>Presentations</td>
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<td>5/2</td>
<td>Presentations</td>
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<td>5/7</td>
<td>Finals Week-Presentations (if necessary)</td>
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<td>Component</td>
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<td>5</td>
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<td><strong>Visual Aids</strong></td>
<td>Visual aids add to the presentation. Good contrast between text and background. Pictures, graphics, and sounds (if present) do not detract from presentation.</td>
<td>Visual aids somewhat distracting to presentation. Inappropriate use of one picture or graphic.</td>
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<tr>
<td><strong>Professional Appearance</strong></td>
<td>Presenters are in appropriate attire and conducts themselves in a professional business manner.</td>
<td>Presenters either do not wear appropriate clothing or do not conduct self in a professional manner.</td>
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<tr>
<td><strong>Presentation Style</strong></td>
<td>Good eye contact with audience, appropriate volume and rate of speech, gestures when appropriate</td>
<td>Some eye contact, but reading from screens or notes, inappropriate rate of speech or volume</td>
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<td><strong>Presenter Transition</strong></td>
<td>Transition between presenters was smooth and practiced</td>
<td>Some problems transitioning between presenters</td>
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<tr>
<td><strong>Time</strong></td>
<td>Presentation was 10 minutes (+/- 30 seconds)</td>
<td>Presentation was short or over by 1 minute</td>
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<td><strong>Situation Background</strong></td>
<td>Sufficient detail was provided about company to ensure audience understanding.</td>
<td>Some details about the company were provided</td>
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<tr>
<td><strong>Sales Pitch</strong></td>
<td>Presentation was made as though convincing the audience that they should buy your product.</td>
<td>A mention of being a bike company with several product lines was mentioned.</td>
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<td><strong>Use of Class concepts</strong></td>
<td>3 or more class concepts were used</td>
<td>1-2 class concepts were used</td>
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<td><strong>Convincing Argument for suggestions</strong></td>
<td>Suggestions for changes/improvements were based on cited research</td>
<td>Suggestions were based on personal assessment of importance</td>
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<td><strong>Problem Solutions</strong></td>
<td>Each identified problem had at least one plausible, sound solution presented and justified</td>
<td>Some problem solutions were justified</td>
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<td><strong>Problems Identified</strong></td>
<td>3 relevant and likely problems were identified</td>
<td>Questionable relevance of identified problems</td>
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<tr>
<td><strong>Organization</strong></td>
<td>Presentation contains a clear introduction and conclusion. The remaining content is well-organized.</td>
<td>Presentation has a weak intro and conclusion. Some attempt at organization was made.</td>
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