

BA 101 - Introduction to Business Winter 2014

182 Lillis Hall Monday & Wednesday 10:00 PM - 11:50 PM CRN: 22174

Instructor: DOUG WILSON

douglw@uoregon.edu

424 Lillis Hall 346-3293

Office Hours: Tuesday & Thursday

9:00 – 11:00am

and by appointment

Recorder: MARIANNE ROSEN-MURR

LCBBA101C@uoregon.edu

370 Lillis Hall 346-3494

Ms. Rosen-Murr will be your primary

contact to notify when you will be absent

and have questions about making up work.

Tutor Center: 155 LILLIS HALL – *Located off the main entrance atrium toward campus*

COURSE DESCRIPTION

This course is designed to challenge you to learn about the private enterprise system and better understand how organizations operate within that environment. Through this course, you will:

- Explore the functional areas of business including management, accounting, product development, marketing, production and operations management, human resource management, and finance.
- Learn concepts, language, and conversations that have evolved to help manage business organizations.
- Learn how to be successful in an environment characterized by uncertainty and risk.

You will begin building your understanding by studying the kinds of decisions that are made in organizations, the models managers use to help them make the decisions, and how those decisions are shaped by the markets they serve. You will be actively involved in making business decisions in a competitive environment and using the concepts to improve your decisions over time.

Building understanding is like building anything else. You need raw materials *and* you have to engage in an active process that combines the raw materials into something new. In this case, the *raw materials* are business vocabulary, concepts, and models that are provided in the course. The *active process* will involve teamwork and in-class participation. For this reason, your active attendance in class is expected.

Another goal of this course is to challenge you to meet your responsibilities in a timely manner. As in all university coursework, it is your responsibility to know what is required of you, to locate the resources necessary to complete the assigned tasks, and to complete those tasks on time. To receive full credit for any missed deadline (in-class or on-line) you have to notify me ahead of time and have a verifiable, academically legitimate reason.

COURSE STRUCTURE

The educational value of this course is created through the assigned activities and exercises. These activities and exercises are organized and delivered primarily through the course homepage, the simulation, and class meetings.

COURSE INFORMATION AND MATERIALS

Course Homepage

<http://blackboard.uoregon.edu>

The Blackboard homepage provides access to all reading materials, lecture slides, support materials, exercises, assignments, and grade information. To log on, you need to enter your user name (your Duck email user name) and a password (your email password). The Information Technology Center (ITC) in the Knight Library can help you resolve Blackboard problems.

Resources from the University of Oregon Bookstore

1. **Foundation™ Web-based Simulation** **SIM: F61437_000** www.capsim.com
This subscription web-based simulation offers the experience of making business decisions in a competitive marketplace. You can buy a packet from the UO Bookstore or, for a few dollars less, purchase this online at www.capsim.com.
2. **iClicker**
We will be using the “iClicker” student response system. You can purchase either the iClicker 1 or iClicker 2 (both work for this course) at the UO Bookstore at the checkout counter. The iClicker is the University of Oregon's vendor of choice and it may be used for other classes and can also be sold back to the bookstore.
3. ***An Introduction to Business - 8th edition, ISBN: 1269561502 and the 7th edition will work***
The course text provides critical reading material for the class. This material is also available on Blackboard if you choose to read it online or print it yourself.

COURSE PERFORMANCE EVALUATION

Students earn their grade according to the very specific criteria specified below. I may be very sympathetic to your need for a good grade, but it will not change the grade you earn in the course.

In-Class Work

In-class activities are designed on the assumption that you have come to class prepared. If you do not come prepared, your lack of commitment will affect your understanding and possibly your grade. For example, you will complete a series of application exercises (called “Foundation Exercises” in the *An Introduction to Business* text) that will help you build a functional understanding of the course concepts as they are applied in the simulation. It will be beneficial to complete these exercises before class and this will be helpful for the in-class activities.

In-class activities will be evaluated with the use of an iClicker and you will be expected to have a functioning and registered iClicker for every class meeting beginning in week 2, class 3.

Missed Class Options

If you miss a class meeting, it is your responsibility to notify the class recorder (Marianne Rosen-Murr) before class and make up missed work in a timely fashion. Missed in-class directions are posted on Blackboard under the “Missed Class?” link. You can make up missed class work for academically legitimate excused absences. In-class activities missed for reasons that are not academically legitimate can be made up for partial credit. (See Blackboard for details.)

On-line Quizzes

There are six on-line quizzes scheduled throughout the term available on Blackboard. Each quiz will contain 20 multiple choice questions selected from a larger question pool. Each time you take the quiz, you should get a (slightly) different set of questions selected from a larger question pool. You can take a quiz as many times as you wish and the highest score will be recorded. Quizzes can be made up only if you contact Ms. Rosen-Murr before the deadline and have an academically legitimate and verifiable excuse.

Examinations

There will be two midterm examinations consisting of 50 multiple-choice questions. The second midterm exam is not cumulative; however, because your understanding is expected to grow throughout the term, the second midterm exam builds on acquired information for an increasingly sophisticated test of your understanding.

Foundation™ Performance

Your grade on a business simulation called “Foundation” will be determined by the timely completion of assigned activities and the performance of the “company” you manage. The simulation requires you make a series of business decisions in a simulated competitive market. The criteria for evaluating your performance on the simulation will be discussed throughout the term and information about the effectiveness of your decisions is available online. You do not compete with others in class and can do well (with respect to your grade) if you grasp the basic concepts and make a reasonable effort.

Grading:

In-class Activities – 15 classes @ 16 point each		240
On-line Quizzes – 6 quizzes @ 20 points each		120
Exams		
Exam 1 – 50 questions	200	
Exam 2 – 50 questions	200	400
Foundation		
Deadlines	70	
Performance	120	
Online Final Project	50	240
TOTAL		1,000

Grades will follow this point system breakdown:

A+	975 – 1,000 points	
A	925 – 974 points	
A-	900 – 924 points	
B+	875 – 899 points	
B	825 – 874 points	
B-	800 – 824 points	
C+	775 – 799 points	
C	725 – 774 points	
C-	700 – 724 points	<i>Passing</i>
D+	675 – 699 points	<i>No Pass</i>
D	625 – 674 points	
D-	600 – 624 points	
F	Less than 600 points	

Note:

- *If you do not believe the way in which your performance is assessed accurately measures your mastery of the material, you need to see me early in the term.*
- *If you have a documented learning disability, you should come see me by Week 3, even if you believe you will not have assessment issues in the course.*

COMMUNICATING WITH THE INSTRUCTOR

Email is the best way to communicate with me at douglw@uoregon.edu. You will receive the fastest response if you begin the subject line of your email with: **BA 101** followed by the subject.