BA 101: Introduction to Business       Spring, 2009

Instructor:  DAVE DUSSEAU
            203B Peterson
            346-3398

Office Hours:
            Tu & Th... 9:00 – 10:00
            or by appointment

Recorder:  MARIANNE ROSEN-MURR
            203APeterson
            346-3494
            BA101A@lcbmail.uoregon.edu

Ms Rosen-Murr will be your primary contact when you wish to notify us that you will be absent, with questions about making up work, and with questions about grades.

COURSE HOMEPAGE:   http://blackboard.uoregon.edu

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 the concepts, language, and conversations that have evolved to help manage profit-seeking 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 competitive environment. 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 is the norm and 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.
Structure of the Course
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.

Resources
1. “Foundation™” Web-based Simulation
   This subscription, web-based simulation offers the experience of making business decisions in a competitive marketplace. The manual and registration code are required and available from the University of Oregon Bookstore.

2. Course Homepage
   The Blackboard homepage provides access to all reading materials, lecture slides and support material, exercises and assignments, on-line quizzes, and grade information. To log on, you need to enter your user name (your UO email user name) and a password (your email password).

3. An Introduction to Business: Learning Business Through a Simulation Experience
   This material has the assigned readings required in the course and is available at the UO Bookstore.

4. Class Meetings
   Class meetings will typically involve a combination of lecture, video, class exercise and other forms of interacting with materials and concepts. Each class meeting will also incorporate an in-class quiz. These quizzes are not only designed to be tests of your mastery; they are also exercises to help you build your understanding. You will be expected to work productively with class mates during class meetings. Detailed course policies and procedures can be found in the document “Resources and Responsibilities” on the Blackboard web-site.

EVALUATION
Students earn their grade according to the very specific and unambiguous 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 your grade. With few exceptions, you can expect to be quizzed on any and on all assigned materials. Quizzes are taken with the use of an iClicker; you are expected to have a functioning and registered iClicker for every class meeting.

You will complete a series of analyses that will help you build a functional understanding of the course concepts. These analyses, or homework assignments, have to be completed and submitted (electronically via Blackboard) by specific deadlines. Hardcopies of these assignments will be used in class for review and for in-class quizzes.

If you miss a class meeting, it is your responsibility to notify the class recorder: Marianne Rosen-Murr and make up any missed work in a timely fashion. Missed quizzes are made up by answering the posted questions for that class meeting and submitting them via Blackboard (“Missed Class” link). Quizzes can be made up for full credit only if you contact Ms Rosen-Murr before the deadline and have an academically legitimate (and verifiable) excuse. Quizzes missed for reasons that are not academically legitimate can be made up for partial credit.
Examinations
There will be three multiple-choice examinations. Because your understanding is expected to grow throughout the term, the exams will be increasingly sophisticated tests of your understanding. **Make up examinations will rarely be given** and only when the reason meets the strictest definition of an academically legitimate reason.

Analyses and Plans

Foundation Performance
Your grade on the web-based simulation **Foundation** will be determined by the timely completion of assigned activities and the performance of your company. The simulation enables you to make a series of business decisions that are judged in a simulated competitive market. As in a real market, some sets of decisions are more successful than others. The criteria for evaluating your performance on the simulation will be discussed throughout the term and information about the effectiveness of your decisions is always available online. You do not have to “beat” the other teams to perform effectively in the simulation and can do well (with respect to your grade) if you grasp the basic concepts and make a reasonable effort.

Grading:

<table>
<thead>
<tr>
<th>In-class quizzes</th>
<th>14 @ 15 pts each</th>
<th>1 @ 20 pts</th>
<th>300</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homework</td>
<td>7 @ 10 pts each</td>
<td></td>
<td>450</td>
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<tr>
<td>Exams</td>
<td>Exam 1…</td>
<td>150</td>
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<tr>
<td></td>
<td>Exam 2…</td>
<td>150</td>
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<td>Exam 3…</td>
<td>150</td>
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<tr>
<td>Foundation</td>
<td>Deadlines…</td>
<td>60</td>
<td>250</td>
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<tr>
<td></td>
<td>Business Plan (revisions)…</td>
<td>50</td>
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<tr>
<td></td>
<td>Performance…</td>
<td>80</td>
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<td></td>
<td>Challenge…</td>
<td>60</td>
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Grades will follow this breakdown with a variance of 15 points on either side determining a plus or minus:

- 900 - 1,000 A
- 800 - 899 B
- 700 - 799 C (and “P” if taking the class P/NP)
- 600 - 699 D
- 1 - 599 F

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 also come see me early in the term, even if you think you will not have assessment problems in the course.

**Class Schedule**  **Monday and Wednesday**  **Spring 2009**
<table>
<thead>
<tr>
<th>Class</th>
<th>In this class…</th>
<th>Deliverables</th>
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<tbody>
<tr>
<td>1</td>
<td>3-30 Course Introduction and Overview The Private Enterprise System</td>
<td>none</td>
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<tr>
<td>2</td>
<td>4-1 Private Enterprise: An economic system Decision Making/ Managing Uncertainty &amp; Risk</td>
<td>• In-class quiz</td>
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<tr>
<td>3</td>
<td>4-6 Accounting: An information system</td>
<td>• In-class quiz</td>
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</tbody>
</table>
| 4     | 4-8 Industry and Market Structure                                            | • In-class quiz  
• Foundation: Intro Lesson and Quiz  
• Homework “Market Analysis” |
| 5     | 4-13 Marketing Decisions… Managing Product, Price, Place, and Promotion     | • In-class quiz Foundation: Rehearsal Round 1 & 2  
• Homework “Marketing Decisions” |
| 6     | 4-15 Marketing Effectiveness Forecasting, Reports, and Accounting numbers    | • In-class quiz  
• Homework “Market Management” |
| 7     | 4-20 EXAM #1                                                                  |                                                                              |
| 8     | 4-22 Production Management Capacity, Investment and Inventory Management     | • In-class quiz  
• Homework “Production Decisions”  
• Foundation: Rehearsal Round 3 &4 |
| 9     | 4-27 Production Effectiveness                                                 | • In-class quiz  
• Homework “Production & Inv. Mgmt” |
| 10    | 4-29 Financial Management                                                     | • In-class quiz  
• Homework “Financing Decisions” |
| 11    | 5-4 Financial Effectiveness                                                   | • In-class quiz  
• Foundation: Practice Rounds 1 & 2  
• Homework “Financial Mgmt” |
| 12    | 5-6 EXAM #2                                                                  | • Submit “Business Plan” |
| 13    | 5-11 Performance Measures- Ratios etc.                                        | • In-class quiz  
• Homework: “Performance Measures”  
• Foundation Round 1 |
| 14    | 5-13 Economic Context: Peanuts and Crackerjacks Managing Cash                | • In-class quiz  
• Foundation Round 2 |
| 15    | 5-18 Economic Context: Peanuts and Crackerjacks Break-even and Marketing Strategy | • In-class quiz  
• Submit “Business Plan Review- I” |
| 16    | 5-20 Economic Context: Peanuts and Crackerjacks Human Resources- 2 video cases | • In-class quiz  
• Foundation Rounds 4- 5- 6 |
| 17    | 5-25 Memorial Day- Holiday no class.                                         | • Submit “Business Plan Review- II” |
| 18    | 5-27 Business Behavior- Ethics and the Law                                   | • Foundation Rounds 7- 8  
• In-class quiz |
| 19    | 6-1 Forms of Organization                                                     | • Submit “Business Plan Review- III”  
• In-class quiz |
| 20    | 6-3 EXAM #3                                                                  | Finish “Foundation Challenge” |