



Section 1

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Section 2

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Course Materials/ Requirements:

- 1) Foundation Simulation (available from <http://www.capsim.com>)
- 2) Access to a computer with Microsoft Office (version 2000 or later)
- 3) Harvard ManageMentor® Plus Modules (www.byui.edu/harvardmanagementor)
- 4) Cases accessed via links on Blackboard from the Harvard Business Review
- 5) "What Management Is" by Joan Magretta
- 6) Wall Street Journal Online Subscription
- 7) Grammar Reference Book

Course Fee: In addition to the course material above, the following fees are required

- 1) Harvard Business Publishing Material License Fee - \$9.00

Section 1: *Tuesdays & Thursdays — 7:45AM to 10:00AM (SMI 220)*

Section 2: *Tuesdays & Thursdays — 3:15PM to 5:30PM (SMI 220)*

Credits: *4 Semester Hours*

Quote:

Fear knocked at the door. Faith answered. And lo, no one was there. (Old English Expression)

Course Description:

This course provides an overview of the core functions of business, including product development, marketing, operations, human resource management, accounting, finance, and international business. This will be accomplished primarily by managing an on-line simulated business where students will learn to make fundamental management decisions required to effectively run a \$50 million dollar corporation. This course is designed to provide students exposure to the various career opportunities in business and also recommended for non-business students interested in gaining an overview of business management, leadership and small business entrepreneurship.

Learning Outcomes:

Each student will have the opportunity to:

1. Understand how business principles can be used to manage a company or small business.
2. Work together in teams to run a small company that must make critical business decisions.
3. Become familiar with key business and financial terms.
4. Understand the fundamentals of marketing, finance, and supply chain management.
5. Gain an appreciation for how teamwork, and communication can lead to success in business.
6. Enhance abilities to work effectively in teams and make critical decisions together.
7. Gain a better understanding of both management and leadership.
8. Enhance communication skills.



Learning Model Architecture

Case method discussion will be a prominent tool of instruction in this course, but it will also be supported with extensive group reflection and application activities.

Prepare

- Business Simulation Prep
- Case Reading and Analysis
- Pre-class Study Groups
- Online Polls

Teach One Another

- Work on Simulation in groups
- In-class Case Discussion
- Group Activities and Projects

Ponder and Prove

- Review results of Simulation
- Reflection and Application
 - Case Synthesis
 - New Applications

Grading:

Grades are based on the following point system (**1000 points total**):

HOMEWORK & ONLINE POLLS200 points

To enhance our learning experience, various homework assignments are scheduled throughout the course according to our course schedule. Homework assignments will be submitted online in I-Learn and are due 5 minutes prior to the beginning of class. No late homework.

FOUNDATION SIMULATION200 points

An integral part of this class is a simulated business. Your grade on the simulation is based on the performance of your company, i.e., how well your team ‘manages’ your company. In the simulation, you will make a series of business decisions that are judged in a simulated competitive market. As in the real market, some sets of decisions are more successful than others. While there is an element of competition, you can do well with respect to your grade if you make a valiant effort and prove you have learned from the mistakes made in the simulation. The grading structure for the simulation is as follows:

- Performance: success of your company – 50% (100 points)
- Learning: decision rationale and lessons learned – 50% (100 points)

Note: Your simulation grade may be subject to adjustment based on team member feedback.

CASE STUDIES, WRITING ASSIGNMENTS, & PARTICIPATION.....200 points

During the semester, you will have the opportunity to participate in in-class case studies and activities. These generally require advance preparation that will be assigned in I-Learn. For case studies, you will be expected to prepare written responses (in a Word Document) to the assigned questions, submit the responses in I-Learn, and also bring your written responses with you to class for discussion. Responses must be submitted no later than 5 minutes prior to the beginning of class. For case studies and in-class activities, a significant portion of your grade will be based on your participation and contribution to the teaching and learning experience in class. This consists of actively listening to others and providing insightful comments in class.

MIDTERM EXAM100 points

The midterm exam will assess your knowledge of key business terms and an ability to read and analyze financial statements.

COMP-XM200 points

Comp-XM is a ‘Competency Exam.’ The examination provides a simulated company for you to manage, and then asks you questions as you run the business. This is an individual exam. Help from anyone else is a clear violation of the honor code. Your ability to use what you have learned from the business simulation to answer new questions you have never seen before will be critical.



What Management Is50 points

We will read this book by Joan Magretta during the semester to better understand the principles of management.

COURSE EVALUATION.....25 points

You have the opportunity to earn 25 points for completing the course evaluation at or near the end of the semester. The results of your evaluations will be compiled after the semester ends.

PEER EVALUTATION25 points

You will be evaluated by other students involved with the performance of your Company.

Grading:	93% - 100% = A	80% - 82% = B-	67% - 69% = D+
	90% - 93% = A-	77% - 79% = C+	63% - 66% = D
	87% - 89% = B+	73% - 76% = C	60% - 62% = D-
	83% - 86% = B	70% - 72% = C-	below 60% = F

Class Policies and Important Points:

- 1. No assignment will be accepted late** (due 5 minutes before the beginning of each class). If an assignment is late due to a medical emergency or family tragedy, leave a message on my telephone or send me an email and I will work with you.
- The **Code of Honor** and Dress & Grooming standards apply and will be enforced.
- Plan on completing the **final exam** at the date and time indicated on the schedule (see attached).
- If you have a **diagnosed disability**, or believe you have a disability that may require reasonable accommodation on the part of BYU-Idaho, please call 1-800-we-care to make an appointment with Red Taylor, Director at the center for students with disabilities. "In compliance with the applicable disability law, qualified students with a disability may be entitled to 'reasonable accommodation.' It is the student's responsibility to disclose to the SSD office any special needs he/she may have and to provide the appropriate documentation of the disability. The SSD office is located inside the Learning Assistance Center, McKay Library 1st floor."
- 5. Learning outside the classroom:** What happens out of the class can be as important, or more important, than what happens in the class. Learn to love learning!
- 6. Attendance Policy:** One of the most important parts of your grade and certainly what you get out of the class will be your attendance. We all have the responsibility to be active participants in the classroom. Unless there are extenuating circumstances (like medical emergencies or family tragedies) that have been excused by the instructor, absences will affect your grade as follows:

1-3 absences = no grade drop	6-7 absences = 2 grade drop
4-5 absences = 1 grade drop	8 or more = Fail

7. Plagiarism: An exciting and necessary part of college life occurs when student and faculty consider the ideas of others to form their own ideas: we read them in texts, listen to them in lectures, discuss them in class, and use them in our writing. However, when you use another's ideas, you must cite your source. By citing your source, you differentiate between your ideas and those of another, make the source of your



ideas clear, and give proper credit¹. Plagiarism (from the Latin *plagiare*, "to kidnap") is the practice of claiming, or implying, original authorship of (or incorporating material from) someone else's written or creative work, in whole or in part, into one's own without adequate acknowledgement. Unlike cases of forgery, in which the authenticity of the writing, document, or some other kind of object, itself is in question, plagiarism is concerned with the issue of false attribution².

Guiding Principles of Learning & Teaching:

At BYU-Idaho we foster faith-building and life-changing learning. Through our faith in the Lord Jesus Christ and the gifts of the Holy Ghost we can learn by study and also by faith. Please remember that everyone at BYU-Idaho is both a learner and a teacher. As such, the principles below should guide our actions:

1. Exercise faith in the Lord Jesus Christ as a principle of power.
2. Understand that the Holy Ghost is the true teacher and invite the Holy Ghost to teach us.
3. Act, rather than be acted upon.
4. Accept responsibility for learning and teaching.
5. Integrate scholarly knowledge and sacred truth.
6. Love, serve, and teach one another.

Written Assignments and Late Assignment Penalties:

All written assignments are due on the session date they are described in the schedule for your particular section. All assignments should be typed and double spaced. Also, make an extra printed copy of each assignment for your records and save the latest components of your plan electronically. Again, late assignments will not be accepted.

Forming Your Companies:

Over the course of the semester, we will learn more about teams and group decision making relative to individual decision making. It is important that you choose your own team members and be accountable to each other for your work. Your ability to work well in small teams will be a big part of your success in this class and in your future career.

STANDARD CODE OF CONDUCT

DEMAND THE HIGHEST ETHICAL STANDARDS FROM YOURSELF. The collaborative and team oriented nature in this class means that there are many group projects both in and out of class. It is inevitable that you will have opportunities to hand in work that is not your own. Remember when these opportunities present themselves that you are being trusted and challenged to uphold the highest standards of ethical behavior. We want you to learn from your experiences in this class and at BYU-I in general, that you need to be able to trust each other and yourself to make the ethical decision.

DO YOUR BEST WORK. Business leaders know that everything they present to the public reflects on them and their organization. Long-term success comes only to companies and individuals who produce the highest quality products and services, and deliver them in a timely fashion. Every paper, presentation, and project is an expression yourself and your best work. Make every effort to write well, meet deadlines, and take the time to make both the format and the content of your work of the highest quality. This may mean writing one more draft, double checking spelling and grammar, or reviewing overheads and practicing your presentation one more time.

DEMONSTRATE RESPECT FOR YOURSELF AND FOR OTHERS. Managers make decisions and try to influence others to implement them. Thus, if you are going to be a manager, you have to learn how to

¹ Essentials of Writing: The Hamilton College Style Sheet (New York: The Trustees of Hamilton College 2003)

² Wikipedia's definition of plagiarism (www.wikipedia.com)



make others accept and respect you. You must show yourself to be worthy of their respect and show that you respect them. Your professional demeanor sends messages about your leadership ability and level of dedication. You can earn a lot of credit here for doing some basic things:

- **Be On Time** - Professional behavior means being on time for classes, appointments, and meetings. Furthermore, it means staying there once you have arrived. Just as you wouldn't leave the middle of a business meeting in order to get a soda, you shouldn't disrupt a class by leaving in the middle for a drink, chat or to pick up your e-mail.
- **Be Prepared** - Unprepared managers have very short careers (or end up in dead-end jobs). To succeed, you need to prepare for each class session. Nothing shows less respect for others than making them wait while you do something you were supposed to have done in advance. If you don't prepare and try, instead, to "fake it," you run the risk of looking foolish and wasting everyone's time with irrelevant comments.
- **Show Some Respect** - Professionalism also means being civil to those with whom you disagree. In business, you will find that you must work with people with conflicting opinions or personal styles. Your ability to work with, tolerate, and effectively interact with these individuals is critical to your success. Finally, you demonstrate a lack of respect for your colleagues or professors when you engage in private discussions while course or meeting business is in progress.
- **Get Involved** - Professionalism means keeping up with the discussion. It means making a contribution. Not everything you say has to be deadly serious, however. As long as it is appropriate, it's okay, even desirable, to inject a little humor once in a while.

TREAT YOUR STUDIES AS YOU WOULD TREAT YOUR FULL-TIME JOB. Your courses are the primary reason for you to be at BYU-I. You and your family have made a large investment in them. Few professionals today are successful with anything less than a full-time commitment. To maximize the return on your investment, you should treat your course work as your highest BYU-I priority.

- **Attend Every Class** - There are very few valid excuses for missing work. Likewise, there are very few valid excuses for missing class. Serious illnesses, injuries or emergencies are valid excuses. Sleeping in, conflicting assignments, and social commitments are not. Just as you would for your job, you should arrange your personal life and budget your time to meet your work commitments. This is simply part of what it means to become a professional.
- **Keep Your Professors Informed** - You made a professional commitment by registering for class, and have a standing appointment to attend all class sessions. However, as you would do with any job, if you are unable to attend class you need to inform the affected professors by voice mail, e-mail, or in person before the class. Attendance and participation will affect your grade.
- **Accept Responsibility For Your Own Learning** - Whether you are trying to prepare for a class or trying to complete an assignment, the objective is learning something in the process. Don't be surprised, then, if you don't "get it" right away. Take it upon yourself to seek help when you need it. Look for extra reading material. Talk to your professor. When appropriate, discuss the material with your peers.
- **Use Available Time and Resources Wisely** - Dedicate an adequate amount of time and effort to prepare projects, papers and exams. BYU-I has many resources you can employ in completing your tasks (faculty, computer systems, library materials, software, access to the Internet, reference librarians, industry contacts, etc.). However, you cannot take full advantage of them unless you have the time. Now is the time to learn this crucial lesson.