
INTRODUCTION TO THE BUSINESS EXPERIENCE in Fall 2018 (BA1020B)

Course Code	BA1020B	Professor(s)	Gail Hamilton
Prerequisites	None	Office Number	G-2A03
Class Schedule	R: 15:20-16:40 in PL-3	Office Hours	by email appointment, but I'm almost always available before class at at 18:15 on the day of class
Credits	2	Email	ghamilton@aup.edu
Semester	Fall 2018	Office Tel. Ext.	email is best

Course Description

Teams of student-managers compete in a complex international business simulation designed to **introduce** them to business concepts. Students manage a company operating in an international market producing wearable video cameras and camera equipped drones. *Using a hands-on experiential approach*, teams make management, marketing, human resources, operations, finance, and corporate social responsibility decisions that allow them meet their firm's objectives over ten fiscal years. Students are graded on their company's performance, but also on individual and group analysis of the situation at hand.

Course Learning Outcomes

Introduce critical thinking for the application of core competencies in business decision-making
Begin to communicate business concepts effectively
Develop an initial understanding of the global environment of business
Start to work collaboratively
Start to understand how firms effectively operate in an international environment
Start to develop solutions to management problems

General Education

This course does not fulfill General Education requirements.

Course Outline

BA 1020B F18 ORGANIZATION (may be modified as we move through the simulation):

Remember that simulation assignments and deadlines are available in your Corporate Lobby

13 September: Kick-off and introduction to the game, thoughts on team assignments, start reading the 2018 Globus Player's Guide posted on BB

Organize your team of 3-4 players and email me the names of the members before the end of the day on 18 September. I strongly recommend that at least one member of the group has taken (and done well in!) BA 2001 Financial Accounting, another BA 2040 Marketing, and another EC 2010 Microeconomics.

20 September: Data collection, logons, get started on practice decision: **Bring your laptop!**

(24 September: Practice decision 1 due – time TBD)

27 September: **Quiz 1 in class. Bring your laptop!**

Anyone scoring lower than 70 will need to meet with me after class.

(1 October: Practice decision 2 due; I suggest preparing Quiz 1 WITH decision 2)

4 October: Practice period & Quiz 1 debrief, game reset. Background material on strategy, SWOT analysis, performance measurement.

(8 October: Y6 decision due – time TBD)

11 October: In class Y7 decision work. Prepare your in-class meeting prior to arriving.

(15 October: Y7 decision due)

18 October: Team and company organization; team strengths, weaknesses and needs

(22 October: Y8 decisions due)

25 October: Game debrief 1. **Team Assignment 1 due: Getting organized.**

(29 October: Y9 decision due)

31 October – 4 November: Fall break – no class

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- 8 November: **Quiz 2 in class. Bring your laptop!**
- (12 November: *Y10 decision due, three-year strategic plan due, mid-game self and peer evaluations due*)
- 15 November: Quiz 2 debrief. Meetings with teams, see brief.
- (16&19 November: *Y11&12 decision due*)
- 22 November Background on marketing, product policy and names.
- (26 November: *Y13 decision due*)
- 29 November **Team Assignment 2 due:** New product opportunities
- Corporate structures, introduction to assignment 3
- (3 December: *Y14 decision due*)
- 6 December: Game debrief. **Individual Assignment 3 due:** Expanding your global market. Three presentations. Final debrief.
- (10 December: *Y15 decision due, self and peer evaluations due*)
- 17 December: Final presentations from 15:20, awards, and reception

Textbooks

This course doesn't have any textbook.

Attendance Policy

Students studying at The American University of Paris are expected to attend ALL scheduled classes. If a student misses **more than three classes for any reason** other than study trips (see below), the student will be asked to withdraw from the course or will receive a failing grade. If a student arrives at course meetings more than 10 minutes late it will be considered an absence. Attendance at the final presentations (during the final exam period) is mandatory. Due to the large number of nationalities and faiths represented at the University, religious and national holidays (other than those on the academic schedule) will not be excused. Academic

Affairs will excuse an absence for students' participation in study trips related to their courses. IN ALL CASES OF MISSED COURSE MEETINGS, THE RESPONSIBILITY FOR COMMUNICATION WITH THE PROFESSOR AND FOR ARRANGING TO MAKE UP MISSED WORK RESTS SOLELY WITH THE STUDENT.

Grading Policy

20% Team simulation results (see outputs above)

7.5% Individual Quiz 1 on the mechanics of the simulation (can be repeated but with a 10% penalty)

7.5% Individual Quiz 2 on the concepts of the simulation (no repeats but I will scale the scores)

5% Three-year strategic plan

5% Mid and end-game self and peer evaluations – simply complete them, no grade. I reserve the right to (systematically) adjust grades by up to one half-letter based on the peer evaluations.

20% Related assignments and in-class work

25% Final group presentations

10% Attendance

(possible extra-credit second three-year strategic plan)

Other
