
INTRODUCTION TO THE BUSINESS EXPERIENCE in Fall 2019 (BA1020B)

Course Code	BA1020B	Professor(s)	Gail Hamilton
Prerequisites	None	Office Number	G-2A02
Class Schedule	F: 15:20-16:40 in G-009	Office Hours	Tuesday and Friday 16:45-17:45, Wednesday 14:00-15:00
Credits	2	Email	ghamilton@aup.edu
Semester	Fall 2019	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 nine 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 1020 Fall 2019 ORGANIZATION (may be modified as we move through the simulation):

Remember that Globus simulation decisions, assignments, and deadlines are available on your Corporate Lobby. Other assignments are uploaded to Blackboard. **NO late decisions or assignments are accepted. If it's late it's a zero.**

week/of 2 September: Kick-off and introduction to the game, thoughts on management and team assignments, start reading the 2019 Globus Player's Guide AND Recommended Decision Making Process posted on Blackboard.

week/of 9 September: Data collection, form teams, logons, Recommended Decision Making Process, get started on practice decision 1: **Bring your laptop!**

week/of 16 September: **Quiz 1 in class. Bring your laptop!** *Anyone scoring lower than 70 will need to meet with me briefly after class.*

week/of 23 September: Practice period & Quiz 1 debrief, game reset. Background material on strategy, SWOT analysis, performance measurement. *Fix decision deadlines.*

week/of 30 September: In class Y7 decision work. Prepare your in-class meeting prior to arriving. Individual and group submissions due.

week of 7 October: Team and company organization; team strengths, weaknesses and needs

week of 14 October: Game debrief 1. **Team Assignment 1 due: Understanding processes used by management, Solving management problems - Getting organized.**

week of 21 October: **Quiz 2 in class. Bring your laptop!**

week of 28 October: Quiz 2 debrief. Meetings with teams, see brief. SECTION A.

31 October-2 November: Toussaint break – no class for section B

week of November 4: Background on marketing, product policy and names.

11-12 November: Armistice break – no class for section A

week of November 11: Quiz 2 debrief. Meetings with teams, see brief. SECTION B.

week of November 18: Corporate structures, introduction to assignment 3

week of 25 November: **Team Assignment 2 due: Developing marketing strategy and the marketing mix - New product opportunities**

week of 3 December: Game debrief. **Individual Assignment 3 due: Understanding and operating in the global environment - Expanding your global market.** Three presentations. Final debrief.

13 December: **Final presentations** from 15:30, 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 quizzes and 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 RESTS SOLELY WITH THE STUDENT.

Grading Policy

GRADING:

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. But I do reserve the right to (systematically) adjust final course 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)

My overall grading philosophy is as follows:

- I grade numerically but will periodically convert your weighted total grade to a letter grade and inform you
- The class *median* corresponds to a B-/C+ grade
- I do scale the weighted total grades, meaning if the top total weighted grade is 92/100, that will be the top A
- When assigning final letter grades I look for natural breaks in the distribution
- I judge that any student not achieving at least 50% of the top student's grade should not pass the class. Depending on the overall distribution, the bar may be higher.
- In general, all team members receive the same grade on a given team assignment. However, I reserve the right to assign different grades to different students on team assignments in exceptional circumstances.
- Generally I'm not too picky about attendance, but in this class, poor attendance will result in a recommended withdrawal or failing grade. See policy above. Lateness **will** make me crazy and may result in a recommended withdrawal or failing grade.
- NO LATE WORK WILL BE ACCEPTED.

Other

ENGLISH LANGUAGE PROFICIENCY STATEMENT: As an Anglophone university, The American University of Paris is strongly committed to effective English language mastery at the undergraduate level. Most courses require scholarly research and formal written and oral

presentations in English, and AUP students are expected to strive to achieve excellence in these domains as part of their course work. To that end, professors include English proficiency among the criteria in student evaluation, often referring students to the university Writing Lab where they may obtain help on specific academic assignments. Proficiency in English is monitored at various points throughout the student's academic career, most notably during the admissions and advising processes, while the student is completing general education requirements, and during the accomplishment of degree program courses and senior theses.

ASSIGNMENTS AND SIMULATION DECISIONS: Stand-alone assignments will be submitted through Safeassign on Blackboard. In general, I will ask for the electronic submission AND a hard copy to be submitted at the beginning of class. Globus simulation decisions and integrated assignments are done directly on the Globus website. Stand-alone assignments and Globus simulation decisions/integrated assignments have fixed deadlines. It is your responsibility to know and respect these deadlines. I will give you a few reminders at the beginning of the semester, but then you're on your own. But please be aware, **NO LATE WORK WILL BE ACCEPTED.**

OTHER POLICIES: Laptops are not allowed during classes except when authorized for note-taking or for specific exercises. Permission may be reversed. Mobile phones should be either off or on silent mode. If you use your phone during class time, I will confiscate it. Please do not get up and wander out of class – it's distracting and impolite. If there is some emergency that may require you to receive a text, phone call and/or leave, let me know before class starts.