
INTRODUCTION TO THE BUSINESS EXPERIENCE in Fall 2020 (BA1020A)

Course Code	BA1020A	Professor(s)	Gail Hamilton
Prerequisites	None	Office Number	G-2A02
Class Schedule	W: 16:20-17:55 in C-102	Office Hours	BA 1020 check-in: Tuesdays from 14:00-14:30 OFFICE HOURS: Thursdays 14:30 to 15:30. Fridays 15:00-16:00.
Credits	2	Email	ghamilton@aup.edu
Semester	Fall 2020	Office Tel. Ext.	email is best

Course Description

Teams of student-managers compete in an introductory business simulation designed to **introduce** them to business concepts. Students manage a company operating in a single market producing bikes for multiple segments. *Using a hands-on experiential approach*, teams make management, marketing, new product design, operations, and finance decisions that allow them to improve shareholder value 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, verbally as well as in written reports.
Demonstrate an initial understanding of how firms organize to operate in an global environment.
Start to work collaboratively in a professional context to achieve stated organizational goals.
Develop an initial understanding of strategy and its execution.
Start to develop solutions to management problems.

General Education

This course does not fulfill General Education requirements.

Course Outline

23 September:	Kick-off and introduction to the game, if time, initial thoughts on strategy & mission, management & team assignments, start reading the Player's Guide. Data collection.
30 September:	Form teams (?), logons, get started on single player practice: Bring your laptop!
7 October:	Single player practice debrief. Background material on strategy & marketing, SWOT analysis, names. <i>Fix decision deadlines.</i>
14 October:	In class decision work. Prepare your in-class meeting prior to arriving. Individual and team submissions due. Performance measurement.
(16 October:	<i>Practice Decision due at 23:59)</i>
(19 October:	<i>Data reset at 23:59: make sure you've done your analysis!)</i>
(20 October:	<i>Decision 1 due at 23:59 – now it's for real!)</i>
21 October:	Game debrief. Team and company organization, team strengths, weaknesses and needs. Performance measurement. Assignment 1 brief. Teams sign up for explanatory videos. Short quiz 1.
(27 October :	<i>Decision 2 due)</i>
28 October:	Game debrief. Team Assignment 1 due: Understanding processes used by management, solving management problems - Getting organized.
(3 November:	<i>Decision 3 due)</i>
4 November	Game debrief. Background on new products. Explanatory videos due. Short quiz 2.
(10 November:	<i>Decision 4 due)</i>
11 November	Fall Break – no class
(17 November:	<i>Decision 5 due)</i>
18 November:	Game debrief. Team Assignment 2 due: Developing marketing strategy and the marketing mix - New product opportunities

(20 November:	<i>Decision 6 due)</i>
25 November:	Game debrief. Corporate structures, introduction to assignment
3. Short quiz 3	
(27 November:	<i>Decision 7 due)</i>
2 December:	Game debrief and looking forward to the end of the semester.
(4 December:	<i>Decision 8 due)</i>
(8 December:	<i>Decision 9 due)</i>
9 December:	Game debrief. Individual Assignment 3 due: Understanding and operating in the global environment - Expanding your market. Three presentations. Final presentation brief.
(11 December:	<i>Decision 10 due)</i>
16 December:	Final presentations from 20:00, TBC

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.

Covid-19 temporary amendments:

Students studying at The American University of Paris are STILL EXPECTED TO ATTEND ALL scheduled classes. During the Covid-19 pandemic, students will have the option of attending classes remotely when special circumstances arise, such as when students are placed under quarantine by the French authorities or by their doctor, or when students are advised to stay home due to Covid-19 and are directed, by their doctor or the AUP Health Office, to remain home. It is still the student's responsibility to be aware of any specific attendance policy that their professor might have set in the course syllabus. In particular, students attending remotely from distant Time Zones should check with their professors about the specific attendance policy.

ENGLISH LANGUAGE PROFICIENCY STATEMENT: As an Anglophone university, The American University of Paris is committed to effective English language mastery at the undergraduate level. Most courses require scholarly writing, including written and oral presentations in English, and AUP students are expected to strive to achieve excellence in their course work. To that end, professors include English proficiency among the criteria in student evaluation. Students are encouraged to visit the university Writing Lab where they may obtain help on specific academic assignments. Proficiency is monitored at various points throughout the student's academic career, most notably during the admission process, while the student is completing general education requirements, and during the accomplishment of degree requirements, including senior theses.

ASSIGNMENTS AND SIMULATION DECISIONS: Assignments will be submitted through Safeassign or Turnitin. Professors will ask for the electronic submission AND a hard copy to be submitted at the beginning of class for those courses that require it. MikesBikes simulation decisions are done directly on the MikesBikes website. Assignments and MikesBikes decisions assignments have fixed deadlines. It is your responsibility to know and respect these deadlines. Professors provide reminders at the beginning of the semester, but then you're on your own. But please be aware, in a normal semester, **WORK WOULD BE ACCEPTED.**

OTHER POLICIES: Students should bring their laptops to all sessions. Laptops are closed unless instructed otherwise. Mobile phones should be either off or on silent mode. If you use your phone during class time, I will ask you to not get up and wander out of class – it's distracting and impolite.

Grading Policy

GRADING:

20% Team simulation results

5% Quizzes (tentatively three but students can drop the lowest grade)

5% Strategic plan, strategic plan peer review

5% 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.

30% Other assignments and in-class work

25% Final group presentations

10% Attendance & participation

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
