
INTRODUCTION TO THE BUSINESS EXPERIENCE in Spring 2019 (BA1020)

Course Code	BA1020	Professor(s)	Gail Hamilton
Prerequisites	None	Office Number	G-2A03
Class Schedule	F: 15:20-16:40 in PL-3	Office Hours	by email appointment, but I'm almost always available after class
Credits	2	Email	ghamilton@aup.edu
Semester	Spring 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 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 1020 S19 ORGANIZATION (may be modified as we move through the simulation):

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

25 January: Kick-off and introduction to the game, thoughts on team assignments, start reading the 2019 Globus Player's Guide posted on Blackboard.

1 February: Data collection, form teams, logons, get started on practice decision:
Bring your laptop!

(6 February: *Practice decision 1 due – time TBD*)

8 February: **Quiz 1 in class. Bring your laptop!**

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

(13 February: *Practice decision 2 due; I suggest preparing Quiz 1 WITH decision 2*)

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

Fix decision deadline policy.

22 February: In class Y7 decision work. Prepare your in-class meeting prior to arriving. Individual and group submissions due.

1 March: Team and company organization; team strengths, weaknesses and needs

2-15 March: Spring break – no class

22 March: Game debrief 1. **Team Assignment 1 due: Solving Management Problems - Getting organized.**

29 March: **Quiz 2 in class. Bring your laptop!**

5 April : Quiz 2 debrief. Meetings with teams, see brief.

12 April: Background on marketing, product policy and names.

19 April: Corporate structures, introduction to assignment 3

26 April: **Team Assignment 2 due: Developing Marketing Strategy - New product opportunities**

3 May: Game debrief. **Individual Assignment 3 due: Expanding your global market.** Three presentations. Final debrief.

17 May: **Final presentations** from 15:30, awards, and reception

Textbooks

Title	Author	Publisher	ISBN	Required
no books				No

Attendance Policy

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 AND FOR ARRANGING TO MAKE UP MISSED WORK RESTS SOLELY WITH THE STUDENT.

Grading Policy

ASSIGNMENTS AND SIMULATION DECISIONS: Stand-alone assignments will be submitted through Safeassign on Blackboard. These assignments, simulation decisions, and integrated Globus assignments have fixed deadlines. **NO LATE WORK WILL BE ACCEPTED.**

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. 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
