
INTRODUCTION TO THE BUSINESS EXPERIENCE in Spring 2021 (BA1020)

Course Code	BA1020	Professor(s)	Albert Cath
Prerequisites	None	Office Number	G-2A03
Class Schedule	W: 13:45-15:05 in C-104	Office Hours	by appointment
Credits	2	Email	acath@aup.edu
Semester	Spring 2021	Office Tel. Ext.	

Course Description

Management stands in a long tradition of sorting out the world and acting upon it. In ancient times management strategy was the domain for politics and the military. Management has antecedents in these domains, but in a more modern context of (strategic) management thinking, the focus is more on the practice of governing territory and its population or an organization and its employees. A relentless strategic and management focus – emphasizing power and through that determining the rules of the management game - began with Machiavelli (1496-1572).

[Strategic] Management in relation to organizational dynamics matures after the second world war as an important step in the professionalization of management and leadership theories and practices.

The 'bigger picture' management, economics, and governance concepts as they have been developed over the past 60 years will be presented during the course. Then the issue will be raised whether these concepts are still relevant in our twenty-first-century times that are more and more confronted with the complexities of the issues at hand in an interdependent globalized world. Human impacts on Climate Change grounded in the concepts of Sustainability Management is perhaps the greatest unmet challenge facing leaders, managers, organizations, and those who study them. The consequence of coping with this challenge is that top-down rational decision making must be replaced by bottom-up judgmental and political decision making. These issues will be discussed also in the context of business ethics (CSR).

The course engages students with themes in management and leadership, both in theory and in practice. We will take a critical approach to understand how management theory influences

practice and how our perceptions of leadership and management evolve over time and circumstance. Furthermore, students will examine management in terms of specific cultural, international, and organizational frameworks.

Through readings, in-class activities, assignments, and cases, the course will explore how Management influences the direction of organizations and businesses and how theoretical and societal trends influence practices in these areas. The course follows a participative model, so students are expected to be prepared and attend each course meeting. Moreover, students will have more opportunities to build their skills through high levels of participation in in-class activities and dialogue bringing their ideas, issues, and topics to the class.

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

Course Outline

THE AMERICAN UNIVERSITY OF PARIS

Undergraduate Course Plan: BA1020 – Introduction to the Business Experience

Spring 2021

DR ALBERT CATH

Wednesdays: 01.45 - 03.05 pm in Room C-104

*** This course plan is subject to change. Changes will be announced in class and on Blackboard ***

TEXTBOOK & ARTICLE READINGS & FILMS & CASES & ASSIGNMENTS

<u>DATE</u>	<u>CHAPTER</u>	<u>FILM</u>	<u>CASE</u>
<u>ASSIGNMENTS</u>			

Week 1

20 JAN Course Introduction and Profile and Interest Form. Taking stock of students' topics.

Part 1 Exploring Managing and Organizations

Week 2

27 JAN Read CH 1, Part 1 Clegg et al. History and origins of Managing and Organization.
Lecture Part 1. Group formation (6 teams of 4 students).

Week 3

03 FEB CH1, Part 2. A few essential concepts of management. Exercise 1: Prepare, present and discuss the case in class. It Will not be graded. Starting the Midterm team cases.

Week 4

10 FEB No classes

Week 5

17 FEB Exercise 2: Prepare, present, and discuss the case in class. It Will not be graded.

Exploring Methods and Philosophy: writing a Paper and doing research. Readings TBD.

Week 6

24 FEB No classes

Week 7

03 MAR Global Marketing Introduction: The Marketing Mix and other principal marketing concepts. Monitoring the midterm cases. Readings TBD.

Week 8

10 MAR Midterm Exam. Exercise 3: prepare the Cases and write, submit and present a group paper. Two cases will be presented by 3 teams each. Will be graded.

MID TERM TEAM PAPERS DUE BY EMAIL AT NOON.

Week 9

17 MAR Finance an introduction (Guest lecture presented by the Department of Economics and Management). Exercise 4: Prepare, present, submit, and discuss the Marketing case in class. Will be graded. Readings TBD.

19 MAR Midterm grades are due

Week 10

24 MAR Strategy an Introduction: Some essential concepts (Porter 5 forces etc.). [Readings TBD.](#)

Part 2 Exploring Economics and Management

Week 11

31 MAR Origins of Economics: the Worldly Philosophers (Robert Heilbroner).
(Guest lecture from the Department of Economics and Management)

02 APR **Last day to withdraw from a course; last day to choose credit/no credit option**

Week 12

07 APR Exercise 5: Prepare, present, submit, and discuss the Strategy case in class. Will be graded.

21st Century Economics (Raworth) & Creating Wealth (Mazzucato); Reorientation on societal needs (Social corporate responsibility and Sustainability). Readings TBD.

Start personal end level paper (due on 3 May at noon).

Week 13

14 APR [Business Ethics and CSR in Management and Economics. Readings TBD. Starting the final Sustainability and Business Ethics Cases for the final exam. Two cases will be presented by 3 teams each on the 3rd of May.](#)

Week 14

21 APR Sustainability and anthropogenic Climate Change in Management and Economics.

Readings TBD.

Week 15

28 APR LAST CLASS: Feed-back on personal papers monitoring final cases.

Scoping lecture on the course

Week 16

03 MAY Final Exams, 6.30 pm: Exercise 6: Prepare, present, submit and discuss the cases in class. Prepare the Cases and write and present a group paper. [Two cases will be presented by 3 teams each.](#) Will be graded.

SUBMIT PERSONAL ESSAY.

Week 17

18 MAY Degree candidates grades due

Week 18

26 MAY ALL GRADES DUE

Textbooks

This course doesn't have any textbook.

Attendance Policy

GENERAL COURSE POLICIES:

1. **Laptops & Mobile Phones:** Laptops can be used during classes especially for taking notes, and having access to the remote aspects of the teaching and, specifically necessary for an in-class project. **Mobile phones are to be turned off and put away at all times while class is in session. Please do not send or receive text messages during class, even in silent mode.** Students regularly observed texting underneath their desks during class will be remembered when I issue final grades. Moreover, mobile phones are not allowed in the room during exams under any circumstances. Students found to be using a mobile phone or other electronic devices during exams will be asked to leave and will automatically receive a failing grade.
2. We will use Blackboard and Microsoft Teams for this course. **Students are expected to check the Blackboard site, The specific Microsoft Teams site as well as their AUP email during the course for updates.** All assignments will be posted here as well as course reading materials and other resources. If you need to reach me outside of class, please contact me via email for an appointment.

1. This is not just a matter of “being present” during class, but also involves arriving on time and being prepared for each course session. Attendance is taken in the first 10 minutes of each class, and late students will be marked as late. It is the student’s responsibility to make sure that they are signed in for each class. Moreover, I will not excuse any absences, for any reason, with the sole exceptions being if the student is enrolled in an official AUP Cultural Study trip or has a note from a certified physician that indicates they were unable to attend class on the specific dates of the absence. Other reasons for absence should be reported by email and it is upon my discretion to decide whether the absence is excused or not. Students that experience significant health or personal problems must inform the Student Affairs Office immediately so that we can begin to work out a plan to help you maintain your academic performance. Personal travel, visiting relatives and friends, and other non-emergency excuses will not be accepted.

1.

1. **Food and Drinks:** Students may drink beverages in class if they are in spill-proof containers that can be completely sealed. Please do not consume any other food or

beverages in the classroom.

1. **Professional Behavior:** Students are expected to behave professionally manner at all times during the course. Please avoid disruptive behavior, such as talking out of turn during lectures and presentations. Other disciplinary actions up to, and including, removal from the course, suspension, or expulsion from the University, may also result from violating course and university policies. Likewise, harassing or threatening behavior in class will not be tolerated. Please uphold professional standards at all times while you are in the university program. The students are expected to fully respect the Sanitary Protocol issued by AUP for the Spring 2021 Semester.

1. Microsoft Teams etiquette :

- Please RSVP to meeting invitations.
- Join meetings with the mute on, keep it on if there is any background noise.
- Think about headphones, maybe noise canceling if you're easily distracted. Headphones with microphones may be a good investment.
- Put your cameras on so we can see you.
- To the extent possible, have a dedicated "serious" space for your meetings. This is like being in a class. Remove as much as you can distractions in the room you are "in class". Keep the food and drink to a minimum.
- Cool backgrounds are appreciated.
- Raise your hand to be recognized unless we're working in a very small group. Try not to talk at once in the classroom, this creates serious microphone problems for those attending online.
- Try to keep the chat on the topic.
- I'll ask for a different volunteer every class to remind me to record and to keep track of the chat and any questions there.

1. **Other Policies:** For all other policies and procedures, students are bound by the University's general policies and procedures. Copies of the University policies on absences and academic dishonesty were given to each student at registration. Students are responsible for adhering to these policies.

1. **Know the Syllabus:** It is your responsibility to read and understand this document as it clearly outlines the course policies, schedule of readings and assignments, as well as

the course expectations. If you experience academic problems during the course because you have not been following the course policies, then telling me “you didn’t know” is going to be a completely ineffective excuse.

Covid-19 temporary amendments:

Students studying at The American University of Paris are still expected to attend ALL scheduled classes. During the pandemic, students will have the option of attending classes remotely when special circumstances apply. If students are placed under quarantine by the French authorities or by their doctor, or when students present symptoms of 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 part, students attending remotely from distant Time Zones should check with their professors about the specific attendance policy for remote learners.

Attendance at all exams is mandatory.

In all cases of missed course meetings, the responsibility for communication with the professor, and for any missed work, rests solely with the student.

Whether an absence is excused or not is ALWAYS up to the discretion of the professor or the department. Excessive absences can result in a low or failing participation grade. In the case of excessive absences, it is up to the department to decide if the student will receive an “F” for the course. An instructor may also recommend withdrawal if absences have made it impossible to continue in the course at a satisfactory level.

Students must be mindful of this policy when making their travel arrangements, and *especially during the exam periods*.

Grading Policy

Student Performance will be evaluated based on the following factors:

Class Participation

Based on attendance and participation with (group) presentations, discussions, and in-class projects, as well as group peer evaluations.

- Attendance: this is not simply a matter of being present, but also involves arriving on time and being prepared for each course session.
- Course Presentations: Students (groups) will be selected to present their analysis of a short case assignment intermittently during class. These presentations should be no longer than 20 minutes, although the specific duration will change based on the presentation assignment. There will be no student presentations during the first week of class. Please refer to the course calendar for due dates.
- Course Discussions: Various activities, full class, and small group discussions are an essential part of the learning experience in this course. Students are expected to actively participate by providing input and feedback to other students and by listening when other students are speaking.
- **Be aware that during the semester we may have to switch between in-person and remote teaching. Also, some students may not be capable to attend the classes remotely in a synchronous frame, because they are situated in a different time zone. The attendance policies will be maintained during remote teaching. Of course, exceptions to this will be considered in each case. See also the attendance paragraph below.**

Individual Assignments

Individual essay assignments are due throughout the course, this counts especially for the personal midterm assignment and the final assignment. These must be submitted on the due date.

Midterm Exam

The midterm assignment will cover readings, lectures, and class discussions through the course sessions until the midterm exam.

Final Paper

The final essay will cover a topic of the student's choice, incorporating the cases and readings covered during the course. These papers must be a minimum of 2500 words (approximately 8-10 pages at 300 words per page). Criteria for these papers will be discussed following the course midterm.

Grade Allocation

Final grades will be weighted based on performance within the various criteria as follows. These calculations may be adjusted as we progress through the semester:

Class Participation and Attendance	10%
Case Presentations	40%
Mid-Course Exam	15%
Final Analysis Exam	35%

Grading Scale

Excellent	Good	Satisfactory	Unsatisfactory
100-95 A (4.0)	89-87 B+ (3.4)	79-77 C+ (2.4)	69-67 D+ (1.3)
90-94 A- (3.7)	86-84 B (3.0)	76-74 C (2.0)	66-64 D (1.0)
	83-80 B- (2.7)	73-70 C- (1.7)	60-63 D- (0.7)
			Under 60 F (0)

To give you a better understanding of what the grading scale means, let's take a quick look at the typical student profile for each category:

Excellent: Reserved for students that display superior quality and outstanding performance throughout the course, including the extensive use of resources other than the textbook and assigned readings to complete assignments and presentations. It also means that the student participates fully in course discussions and group activities, maintains excellent attendance, and performs extremely well on course exams and assignments. An 'A' student is highly motivated to learn the material and completes the course readings in advance of the lecture, showing strong skills in critical thinking, global learning, and exceptional informational literacy on all of the assignments, projects, and exams. The student also takes a proactive role in group projects and consistently responds to the presentations of other student groups. My goal is to see every student perform this well.

Good: The student provides work that is above average in quality. Maintains good performance on exams and in-class discussions, including the effective use of assigned readings and above-average course participation. Assignments are turned in on time and to a good level of quality. There is some evidence of additional research and critical thinking on core topics. Attendance, while not perfect, is still good. The student shows evidence of critical thinking, global learning, and information literacy through their engagement in the course.

Satisfactory: Adequate and acceptable work in meeting course requirements and average performance in assignments, exams, and projects. There is little use of external resources beyond the required texts. The student shows some engagement with the course but participates at a minimal level. Meets the minimum attendance requirements. Displays some critical thinking, global learning, and/or information literacy in assignments and group projects.

Unsatisfactory: Failed to meet basic course requirements, below-average performance and attendance. The typical profile for such students: they often show up late to class, are often unprepared for class, and/or are frequently absent. The student is rarely prepared for group presentations or discussions. Assignments are missing, late, or copied or paraphrased directly from general sources that can be found on the internet. The student probably spends an inordinate amount of time in class on their smartphone. Such students are encouraged to withdraw and try again when they have improved their academic skills or they decide to put more effort into their studies.

A significant amount of studying outside of the course meetings is expected from all students who expect a 'B' grade or higher in the course. This means AT LEAST three hours of reading, and research outside of class for every hour you spend in class - much more if the expected grade is an 'A'. I expect students to use resources other than the required materials to complete assignments. Outstanding and good performance will be awarded to those students who go beyond the required and suggested readings in their final projects, assignments, and presentations.

Students with unsatisfactory performance will be notified at the midterm point so that we may mutually assess the likelihood of successful course completion. If I contact you for a meeting at the midterm point, please do not ignore my request. Often, we can work out an academic study plan to get you back on track. However, please be reminded that excessive absences are often the cause of poor performance and this is difficult to remedy.

Other
