

Mon-Fri, 12:30 - 2:45 p.m.
Miller Hall (MH) 2214

Instructor: Dr. Susana Velez-Castrillon

Phone: 678-439-4847

Email: svelez@westga.edu

Office: Miller Hall (MH) 2208

PREREQUISITES: BUSA 2106, ECON 2105 or permission of department chair.

COURSE DESCRIPTION: This course consists of a study of the basic concepts and processes of management. The course includes the study of legal, social, and political environment with specific emphasis on the behavioral perspectives in organizations.

LEARNING OBJECTIVES RELATED TO LEARNING GOALS

1. Students will demonstrate an understanding of management theories and practices including motivation, leadership, group behavior, decision making, planning, structure, and strategy. (BBA 4)
2. Students will demonstrate an understanding of some of the quantitative tools used by managers. (BBA 2)
3. Students will display an understanding of basic ethical and socially responsible approaches to management. (BBA 5)
4. Students will analyze current business issues in the context of their task, general, and global environments. (BBA 4, BBA 6)

REQUIRED MATERIALS

Required Text: Williams, Chuck. (2016) MGMT9. ISBN 1305661591. *Publisher:* South-Western College.

The book is available from the bookstore. You can also find used copies using AddAll.com or clicking here: [Find the text online](#)

Required Simulation: Every student needs to buy a subscription to “Mikes Bikes – Introduction”. (Cost: \$48). To get started you will first need to register. You can do this by opening <http://www.smartsims.com> and login using the information you should have received by e-mail.

Select the “**Click Here To Register**” link and follow the instructions on the registration screen. Registration is a requirement for all students, and you can pay by credit card or check.

Articles and Cases for in-class discussion: Articles are available through the library on-line, or are posted on CourseDen as noted on the syllabus. Additional readings may be announced in class, posted on CourseDen, or distributed in class as the course progresses.

DETERMINANTS OF THE TERM GRADE

Assignments	Points	Percentage
Two exams (30 points each)	60	40%
Exercises , including plagiarism tutorial (varies)	20	13%
Group Project: Mike’s Bikes Simulation	70	47%
Single-player Decision (10 points)		
Multi-player practice Round (10 points)		
Multi-player round (15 points)		
Two group assignments (10 points each)		
Group Presentation (15 points)		
Total	150	100%

Grade Scale	
A	90.0 – 100%
B	80.0 – 89.9%
C	70.0 – 79.9%
D	60.0 – 69.9%
F	0 – 59.9%

EXAMS: You will have a total of **two** exams. Each exam is worth 30 points or 23% of your total grade. Exam format could be multiple choice, short answer, true/false, or discussion.

- Be on time to take tests. Being late is not a good reason to request a make-up exam. No one arriving 15 minutes after the start of an exam, or after one student has turned in his or her exam, will be allowed to take it. Tests will be collected 80 minutes after the start of the class.
- If you are doing poorly on exams, please see the instructor as soon as possible; waiting will not increase your chances of improving your grade.
- Exams are the property of the instructor and the University of West Georgia and may not be taken or duplicated.

Exam weighting and number are subject to change at the discretion of the instructor.

IN-CLASS EXERCISES: there are several team or individual assignments to be completed during a class period. Some, but not all, of these exercises are listed in the class schedule. These in-class exercises total 25 points, and number of points per exercise varies.

SIMULATION: MikesBikes-Intro is an Online Business Simulation that will give you the opportunity to run your own virtual company. In the first year you will be responsible for the marketing strategy of the firm’s only product. Each subsequent year you will be put in charge of additional decision areas; such as distribution, operations, finance and product development. You will eventually have the opportunity to launch new products into emerging markets. The success of your company will be determined by your Shareholder Value (SHV) in comparison to your competitors.

Simulations are hands-on-experiences that require you to apply what you are learning. This particular simulation was created for students who are just starting to take management classes, but it still would be (and should be) hard.

1. Forming the teams (speed dating)

- Create your Teamwork Profile and bring it to the speed dating. The form is available on CourseDen. If you don’t bring this completed, you cannot participate in the speed dating.

- b. On the day of the speed dating try to find other students to form your teams. Although you are free to choose your group members, there are some conditions that every team must meet:
 - i) Team size should be 3-4 (ideally 4). In exceptional circumstances, I would allow students to work individually or in teams. However, keep present that working alone or with just one classmate, might represent more work.
 - ii) Every team must have at least one international student.
 - iii) Every team must have at least one non-international student.
 - iv) All team members cannot have the same major.

2. Signing the team contract

- a. Once you have chosen your team, create a “Group Expectations Document”. A template is available on CourseDen.
- b. Choose a team leader and specify this in your contract. If you do not choose a team leader, one will be chosen randomly.
- c. All members of the team must sign this document.
- d. Give one copy of the document to your instructor and keep the original for your team.

3. Starting the Single-Player Simulation

- a. Go to the course page in <http://www.smartsims.com>, and click on the “Manuals and Videos” menu. You will see links to the QuickStart Guide, Player’s Manual, and Video Tutorials. I strongly recommend that you start by reading/viewing these before starting the simulation.
- b. You will start MikesBikes with the Single-Player (practice) version, where you will be competing individually against a computer controlled opponent. In the Single-Player you are able to control the pace of the simulation, by rolling forward or back through the decision periods as you wish. Some find it helpful to view the year-by-year tutorial video’s as you play the Single-Player. *The Single-Player* decision is due during the first week of class. Check the class schedule for the exact date.

4. Starting the Multi-Player Simulation

- a. We will play the multi-player decision on two parts: first, a practice round on which we will work in a computer lab, and then a real round of 5 decisions on which you will play by yourself.
- b. Multi-Player rollovers are controlled by your Instructor, so your team will need to have their final set of decisions entered before each rollover deadlines specified in the course schedule in this syllabus.

I am available to meet with your teams for these decisions as specified on the syllabus. If you cannot meet me during the specified time, please set an appointment to discuss your simulation decisions and performance.

Use the folder “Things I need for the simulation” in CourseDen, to find the materials and links to the simulation assignments.

DEADLINES, MAKE-UP ASSIGNMENTS AND EXAMS, AND LENGTH LIMITS: Please let me know if under rare and extreme circumstances you will be late in submitting an assignment. A minor delay (less than a week) will result in a penalty of 10% of the grade. A major delay (over a week) will result in 0 points for the assignment.

A similar policy is in place for projects that exceed length limits. Minor excesses (10% or less) will normally result in penalties of 5% of the grade, and significant excesses (more than 10%) in a penalty of 10% of the grade.

Make-up exams, assignments, case studies, in-class exercises will be given only in the event of extraordinary circumstances and university-accepted documented situations:

1. You need to contact the instructor and provide all relevant documentation, 72 hours before the exam for pre-scheduled events (such as university-endorsed functions), and up to 72 hours after the exam for fortuitous events (such as illness).
2. If you meet the requirements outlined in 1, you may be permitted to make up the absence by providing written essay answers (3 pages minimum, double spaced, 12 point New Times Roman font) related to topics assigned by the instructor. A maximum of one make-up assignment will be allowed for absences.
3. Scheduling of all make-up assignments and exams is at the discretion of the instructor.

COMMUNICATION EXPECTATION FOR MANAGEMENT DEPARTMENT

The Management Department believes in work-life balance for both faculty and students. Faculty will typically respond to student emails within 24 hours. Students should not expect a response during non-business hours, which includes nights, weekends, holidays, and school breaks.

Based on these expectations, I am available during office hours or by appointment. During office hours I am available in my office and also online using CourseDen's Blackboard tool.

The preferred method of communication is through CourseDen's e-mail tool. I will try to respond to your e-mail within 24 hours, but you should not expect a response during non-business hours.

USE OF CourseDen (CD)

CourseDen is an absolutely necessary resource for this class. All information, instructions, and updates will be posted on CourseDen. Also, CourseDen is the preferred method of communication with your instructor and classmates. You must get in the habit of checking CourseDen frequently.

TECHNOLOGY:

The use of technology (i.e. laptops) in the classroom will be permitted as long as these devices are used for classroom related activities and do not distract from the lecture or class discussion. If at any point the use of these devices becomes problematic to the class, all such devices will be banned for the remainder of the semester. Cell phones should always be turned off or on silent and NEVER used during class.

THE HONOR CODE:

At the University of West Georgia we believe that academic and personal integrity are based upon honesty, trust, fairness, respect and responsibility.

Students at West Georgia assume responsibility for upholding the honor code. West Georgia students pledge to refrain from engaging in acts that do not maintain academic and personal integrity. These include, but are not limited to, plagiarism, cheating*, fabrication*, aid of academic dishonesty, lying, bribery or threats, and stealing.*

Definitions:

- Cheating - “using or attempting to use unauthorized materials, information or study aids”
- Fabrication - “falsification or unauthorized invention of any information or citation”
- Plagiarism - “representing the words or ideas of another as one’s own. Direct quotations must be indicated and ideas of another must be appropriately acknowledged”

Every student must take the plagiarism tutorial as indicated on the syllabus and CourseDen.

WOLF PACT

By enrolling and continuing in this course you agree to the following.

Having read the Honor Code for the University of West Georgia, I understand and accept my responsibility to uphold the values and beliefs described therein and to conduct myself in a manner that will reflect the values of the Institution and the Richards College of Business so as to respect the rights of all UWG community members. As a UWG student, I will represent myself truthfully and complete all academic assignments honestly and within the parameters set by my instructor. I understand and accept that if I am found guilty of violations (through processes due me as a UWG student and outlined in the UWG Student Handbook), penalties will be imposed. I also recognize that my responsibility includes willingness to confront members of the UWG community if I feel there has been a violation of the Honor Code. Ultimately, I will conduct myself in a manner that promotes UWG as the best place to work, learn, and succeed for my generation, and those to come!

ACADEMIC HONESTY GUIDELINES

- I will provide instructions for each assignment about whether an assignment must be submitted individually or in groups.
- In some instances, you may be able to work in groups but students must submit his or her own work, using his/her own wording and answers that can be based on the group’s discussion.
- The following instances are some non-exhaustive examples of academic dishonesty:
 - Using material submitted by other students – in the past or in the present, at UWG or at any other school.
 - Submitting material created by a classmate
 - Presenting anyone else’s work as yours (including but not limited to: work you find online, hiring someone to write any assignment for you, etc.)

- Presenting a paper, homework, or any type of assignment consisting mostly of direct quotes = **even if they are properly cited**. You need to present original and creative work.
- Helping other students to cheat, by showing them your answers, reports, calculations, processes, etc.

Any violation of the honor code will result in a grade of F and an official notification to UWG's Academic Dishonesty Tracking System.

CREDIT HOUR POLICY (3 credit hours): For approximately seventeen days, students in this class will generally spend 135 minutes with direct faculty instruction (either face-to-face or online) per day and work about 360 minutes outside of the classroom each week. This out-of-class work may include, but is not limited to, readings, simulations, assignments, projects, group work, research, and test preparation.

OTHER IMPORTANT INFORMATION: Students, please carefully review the information available at this link: http://www.westga.edu/assetsDept/vpaa/Common_Language_for_Course_Syllabi.pdf It is your responsibility to read the information available in this website, as it contains important material pertaining to your rights and responsibilities in this class. Because these statements are updated as federal, state, university, and accreditation standards change, you should review the information at least once each semester.

The instructor reserves the right to make changes to this syllabus.

TENTATIVE COURSE SCHEDULE

Date	Readings	Homework
Tu June 27	<p><u><i>This class is mandatory</i></u></p> <p>Syllabus</p> <p>Introduction to Mike's Bikes</p> <p>Speed Dating</p>	<p><u><i>Individually:</i></u> Complete the Team Work profile for the Group Speed Dating (CourseDen > Orientation and Housekeeping>Group Project Resources). Print it and bring to class.</p>
Tu June 27	<p>Withdrawal "W" period begins for Session IV (non-eCore courses). Students who withdraw from a Session IV (non-eCore) class between 4:01 pm, June 27nd and 4:00 pm, July 7th will receive a grade of W.</p> <p><u><i>Reminder there is no refund associated with withdrawing from a course.</i></u></p>	
W June 28	<p>CHAPTER 1: Management</p> <p>CHAPTER 14: Leadership</p>	
Th June 29	<p>CHAPTER 3: Organizational Environments and Culture</p> <p>In-class exercise: McCain Case Study</p> <p>CHAPTER 4: Ethics and Social Responsibility</p>	<p><u><i>Individually:</i></u> Play the Single-Player Simulation to familiarize yourself with Mike's Bikes Simulation</p>
F June 30	<p><u><i>This class is mandatory</i></u> <u><i>Meet in lab MH 2327</i></u></p> <p>Exam One Review</p> <p><i>Simulation Group Practice Round</i></p> <ul style="list-style-type: none"> - Debrief on the single-player decision, - Work together on the team decision. 	<p><u><i>Group assignment:</i></u> Complete the Team Work contract using the template available in CourseDen > Orientation and Housekeeping >Group Project Resources</p>
M July 3	<p><u><i>Simulation Group Round 1</i></u></p>	
TU July 4	<p>Independence Day – No classes</p>	
W July 5	<p>Exam One (Chapters 1,3,4,14)</p>	
Th July 6	<p>CHAPTER 5: Planning and Decision Making</p> <p>In – class exercise: Decision Making</p>	
F July 7	<p><u><i>Simulation Group Round 2</i></u></p>	<p>Group Assignment: Write your company's Mission and Objectives: Player's Manual pages 4-5 Or CourseDen> Mike's Bikes Simulation project resources>Simulation Assignments > Strategic Planning Assignment I</p>
F July 7	<p>Last day to withdraw with a grade of W from Session IV (non eCore) courses. Students who withdraw from a Session IV (non-eCore) class between 4:01 pm, June 27th and 4:00 pm, July 7th will receive a grade of W.</p>	
M July 10	<p>CHAPTER 7; Managing Innovation and Change</p> <p>In-class exercise: Aeroplane challenge</p>	

Date	Readings	Homework
	CHAPTER 9: Designing Adaptive Organizations	
Tu July 11	<u>Simulation Group Round 3</u>	
W July 12	CHAPTER 10: Managing Teams Video case: Bob Holden at Rent.com CHAPTER 11: Managing Human Resource Systems In-class exercise: HR at Enterprise	Group Assignment: Write your company's "Situational Analysis" and "Strategies and Tactics" Objectives (Player's Manual pages 4-5) Or CourseDen> Mike's Bikes Simulation project resources>Simulation Assignments > Strategic Planning Assignment II
Th July 13	<u>Simulation Group Round 4</u>	
F July 14	CHAPTER 12: Managing a Diverse Workforce CHAPTER 13: Motivation	
M July 17	<u>Simulation Group Round 5</u>	
TU July 18	CHAPTER 16: Control	
W July 19	Exam II (Chapters 7, 9, 12,13)	
TH July 20	Simulation Presentations	
F July 21	Reading Day	

The schedule is tentative and may change due to situational factors.