

All exams are in-class at the end of each module

Lecture: MWF 2:10– 3:00 pm@ 150 Wheeler Hall

Weekly Discussion Section: One hour, as registered



### Web Site

The course website on bCourses (<https://bcourses.berkeley.edu>) contains up-to-date information, announcements and the answers to many frequently asked questions. It also contains the official policies and procedures of the course.

### Course Structure

UGBA10 is taught in 4 modules, each approximately 3 weeks long, and each taught by a different faculty member. In addition to attending lectures, you are expected to attend weekly your assigned one-hour discussion section led by a GSI. At the beginning of each module, a detailed syllabus outlining the module's contents and required reading for each lecture and discussion section as well as exam review session logistics and instructor office hours will be posted on bCourses.

The course faculty is listed below in the order in which the modules will be presented this semester:

Faculty Member, Role	Email Address
Cristina Banks, Mgmt of Organizations Module Faculty	<a href="mailto:cbanks@berkeley.edu">cbanks@berkeley.edu</a>
John Briginshaw, Finance & Accounting Module Faculty	<a href="mailto:john.briginshaw@berkeley.edu">john.briginshaw@berkeley.edu</a>
Omar Romero-Hernandez, Ops Module Faculty	<a href="mailto:oromero@haas.berkeley.edu">oromero@haas.berkeley.edu</a>
Judy Hopelain, Marketing Module Faculty & Course Manager	<a href="mailto:jahopelain@berkeley.edu">jahopelain@berkeley.edu</a>
Jonathan Heyne, Course Administrator	<a href="mailto:heyne@berkeley.edu">heyne@berkeley.edu</a>

Detailed descriptions of course policies related to Exams, Student Athletes, Special Accommodations, and Enrollment / Waitlist FAQs are posted in the Course Policies folder on this site. If you have a question or an issue that is not addressed by the course policies, email [UGBA10@berkeley.edu](mailto:UGBA10@berkeley.edu) so that it can be resolved or forwarded to the relevant faculty member to respond.

### Focus Company: Tesla

We will use Tesla as the focus company this semester to help students integrate the content of the four modules and to illustrate and underscore key points within each one.

### Course Calendar

Exams and other important dates are show in the table below. Put them on your calendar!

Module	Topic/Instructor	Lectures Begin	Module Exam
Day 1	Welcome to UGBA10! (Judy Hopelain)	Wed. 8/23	N/A
1	Management of Organizations (Cristina Banks)	Fri. 8/25	Fri. 9/15
-	Sim Week (team taught)	Week of 9/18-9/22	
2	Finance & Accounting (John Briginshaw)	Mon. 9/25	Fri. 10/13
3	Business Operations & Corporate Sustainability (Omar Romero-Hernandez)	Mon. 10/16	Fri. 11/3
4	Marketing	Mon. 11/6	Fri. 12/1

**Instructor Drop Warning: You will be instructor-dropped if you miss your Discussion Section during the weeks of August 28 and September 4.  
(Note that there are no discussions the week of August 23.)**

### Course Materials

Read assigned readings **before** the lecture. Each module will have its own Module Syllabus that will provide the topic and scheduled readings for each lecture and Discussion Section meeting.

- **Required Text and Reader:**

- **Textbook:** Custom Text, Pearson, 2016, ISBN13 978-1-323-51665-2 available in printed form \$100 new, \$80 used (limited quantities), \$55 rental at student bookstore; also available in eBook form (\$74.85) at:

<https://collections.pearsoned.com/#purchaseebook/1323527591>

- **Study.net Reader:** 22 articles available digitally from the study.net link on bCourses (PDF: \$50, Printed version: \$66)

- **Top Hat:** Students are required to have a subscription to the Top Hat Student Response and Engagement System ([www.tophat.com](http://www.tophat.com)) to use in Discussion Section. All registered students will receive an email invitation to sign up or may sign up using the link.

Top Hat will be used to determine your Discussion Section attendance and for certain graded activities in Discussion Section. You may only count points for one Discussion Section number. You must bring a laptop, cell phone, or tablet to Discussion Sections every week to be able to use the system. Registration procedures and usage will be discussed in your first Discussion Section. There is no “back up” system for Top Hat, and emails claiming that you have attended discussions will be ignored. GSIs cannot provide technical support for smartphones or other devices using Top Hat. In the event you have compatibility or connectivity issues, please contact Top Hat via web at [support.tophat.com](http://support.tophat.com). In the event you have connection problems with wifi, ask Top Hat support about “offline mode” or read about it on [tophat.com](http://tophat.com).

Be ready to use Top Hat starting the week of Monday, August 28, 2017. By September 11, your participation score will be adversely affected if you are not prepared to use Top Hat in Section.

- **Capsim “Foundation”:** Student subscription to Foundation by Capsim ([www.capsim.com](http://www.capsim.com)) is required to participate in business simulation group activities. Watch for email announcements with further info.
- **Other materials posted to bCourses:** Course materials, including lecture notes, Master and module syllabi, and past/practice exams as well as course announcements are available on the course website on bCourses. GSIs will have their own bCourses sites with section-related materials and information.

You are responsible for checking bCourses for posted items, announcements, and grade information. Be sure to check bCourses regularly.

## Grading

Your final grade in the course will be based upon your scores earned throughout the semester. We will post grades to bCourses as soon as they are available.

Components of student grades are as shown below:

Four module exams (20 points each)	80 points
Business simulation	10 points
Class participation	10 points
TOTAL	<u>100 points</u>

Business simulation scores will be assigned based on your business "sim" team's performance augmented by peer evaluations and other graded activities.

Class participation scores will be assigned at the end of the semester based on your participation in Discussion Section activities.

UGBA10 is regularly oversubscribed, and your enrollment represents your commitment to pursue and complete the course. **We do not process or approve late drops** because your enrollment used up a place in the course that could have been made available to another student. As result, all grades for all students enrolled in UGBA10 after the drop date will be included on their permanent record.

### Module Exams – during lecture time on 9/15, 10/13, 11/3, 12/1

Each module concludes with an in-class multiple-choice examination covering the assigned readings and lectures. For each module exam, bring a green Scantron answer sheet type **882-ES (or 882-E)** available at ASUC and local book and convenience stores, and No. 2 pencils with erasers (you must erase carefully). We manage grades by section, so be sure to learn your discussion section number. You will include your SID and section number on the Scantron.

Registering for this course requires you to attend all meetings, including lectures on MWF 2-3pm and your weekly discussion section. Your attendance at all 4 module exams is required – non-attendance will result in earning a 0 for 20% of your grade in the course. **There are no makeups and we do not exclude exams for any reason except for documented serious illness or for athletes representing UC Berkeley or country** (and even then, only one exam can be excused).

If you have a commitment that prevents you from attending any of the exams, you should rearrange the commitment or take the course in a future semester. [See also the "Detailed\_Exam\_Instructions" and "Student\_Athletes" documents in bCourses Files "Course\_Policies"]. Sim week attendance at lecture on 9/22/17 is also required.

The criteria for being excused from an exam are:

- (1) Your absence was **beyond your control**: Serious illness, family bereavement, and earthquakes count as beyond your control. Oversleeping, "late night", unreliable alarm clocks/car, or poor scheduling **do not count**.
- (2) Your excuse must be **documented** (e.g., proof of hospital admission, a doctor's or Tang Center note). Student athletes may need special arrangements and should carefully follow the procedures described on in the course policy.

If you arrive late to the exam, you may be refused admission and have no score recorded.
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*Rationale:* Students who finish early leave and take the exam questions with them.

**Appealing exam grades:** Multiple choice exam questions are a crude measure of your learning. Many students feel that the focus of the exam is “Did you come to class? Did you do the assigned readings?” We have no problem in answering “Yes!” The Discussion Sections and activities conducted there will provide you with an opportunity to express your creativity and insights. Your Discussion Section GSI will hand out copies of your scored Scantron in section two weeks after each exam, and they can explain the correct answer for the exam questions.

Module faculty will provide explanations for the questions missed by the most students and will hold one extra office hour the week after exam grades are distributed to students. If you still have questions after consulting your GSI and the faculty-provided explanations, you are encouraged to attend that extra office hour.

If there is an error in scoring, we want to know about it and give you the score that you deserve. Please return your Scantron to your Section GSI with an explanation of the problem.

### **bCourses Gradebook**

Students should check the bCourses gradebook regularly. To be appealable, the grade in question must be appealed **by email to [UGBA10@berkeley.edu](mailto:UGBA10@berkeley.edu)** within 2 weeks after grades are posted on bCourses.

### **Class Participation**

Ten percent of your course grade is based upon class participation. Participation expectations are as follows:

- You are expected to attend Lectures and your weekly Discussion Section. You must attend section where you are enrolled and not “crash” another Section.
- On-time attendance at lectures is expected. Attendance may be taken on a sample basis and absentees may be penalized.
- Attendance and on-time arrival at Discussion Sections is mandatory. This will be tracked with Top Hat. Students can miss a maximum of two discussion section sessions for any reason (illness, job interview, athletics, etc.) without impacting their grade. Attendance and on-time arrival count for 3% of your grade.
- Answering questions using Top Hat in discussions counts for 4% of your grade.
- You should be prepared to engage in quality participation during section discussions (thoughtful questions and comments, avoiding “me too” comments). This overall contribution to the discussion is assessed by the GSI and counts for 3% of your grade. Be sure to bring your name card to all discussion sessions.
- If your behavior detracts from the learning environment for others (side-bar conversations, surfing on the net on your laptop), your grade may be negatively affected.
- You may ask your GSI for feedback on your participation performance at any point in the semester.

*You must attend the Discussion Section where you are registered.*

You can confirm your section through CalCentral. We understand that you may be trying to adjust your class schedule during the first two weeks of the semester and there are limited opportunities for you to attempt to switch sections (see information on bCourses). If you are unsuccessful in switching and end up with a conflict, you will have to drop either UGBA10 or the class it conflicts with. Students may not be registered for one section and attend another nor may they be in two classes or sections at the same time.

Top Hat is an attendance and student engagement system intended for use **when you are present** in Discussion Section.

**Cell phones may be used for Top Hat. However, no cell phones calls or texting is allowed** in class or Discussion Section. If your cell phone rings in class or if we notice you texting, you will be asked to leave.

**Please do not eat in class.** It can be distracting as well as unsanitary. Plan your day so that you can give your full attention and eat before and/or after class.

### Business Simulation

Ten percent of your course grade is based on team performance in the “Foundation” business simulation game by Capsim. Each Discussion Section will be broken up into 5-6 teams and these teams will compete in a simulation “world”. Grades will be assigned based on each team’s performance on key business performance indicators such as Return on Assets, Shareholder Equity, and Share Price. Students will also be graded based on how constructive and thoughtful their evaluations of their peers are.

### Special Accommodations

There are instructions on the bCourses “Course\_Policies” folder for how to arrange special accommodations for this course. Once you have read the instructions, you will see that many accommodations can be handled online through the Disabled Students’ Program online notification system. However, if you need additional resources, email us at UGBA10@berkeley.edu immediately.

### Recording of Lectures

Many students at UC Berkeley are not native English speakers. We lecture at a speed that assumes you have the pdf or powerpoint lecture notes in front of you on your laptop or printed out. However, if you are having difficulty catching technical terms or definitions, it is acceptable for you to make an audio recording of lecture. *This must be for your own personal use only, may not be lent, uploaded, sold or shared in any form.* You may not use video recording. For Discussion Sections, you should pay close attention to the discussion; recording is not allowed. Please visit your GSI during office hours to get additional explanation and clarification on this policy.

### email

Outside of scheduled office hours, email is the official method of communication for the course. We use the bCourses mailing list that sends to the email address you have registered.

Emails to you - If we send an email to your registered address or notify you via bCourses, we assume you have been informed – whether you have read the message or not.

**Do not “unsubscribe”** from any course-related email lists such as bCourses, Qualtrics etc!! You may **lose grade points** by missing relevant information or not being able to complete assignments.

Emails from you - **Send email from your berkeley.edu address.** Your personal name must show in your emails. If your personal name does not show, your email may be deleted due to the risk of viruses.

Please use a meaningful subject line in your emails. You will get a faster response from course faculty if your subject line summarizes the issue at hand. Example: "Can't download Lecture 4" beats "Hello!"

### **Academic Integrity**

Work that you submit must be entirely your own. Do not show copies of your responses to Discussion Section activities or Top Hat to other students in the class.


You have a duty to maintain the integrity of exams. In addition to not engaging in collusion, having notes or books open, or altering graded answers, you also have an affirmative duty not to engage in any conduct that leads to suspicion of cheating. For example, remove headphones and don't chit-chat in an exam room. Violations of integrity will lead to grade penalties including the possibility of an F in the course and referral to the Center for Student Conduct. This is a serious matter that will affect your academic career.

### **Policies**

To promote equitable administration of this large course, there are many important policies for the administration of the course. The most critical policies are included in this syllabus. In addition, detailed explanations of our policies and procedures are on bCourses – be sure to read them in the "Course\_Policies" folder within the Files folder. All documents within the bCourses "Course\_Policies" directory are included in this master syllabus by reference.

### **Links**

To see or print out a formatted version of this Master Course Syllabus, [click here](#) .

[Click here](#)  to see or print out a formatted version of the Detailed Exam Instructions.

[Click here](#)  for Policies and FAQs on Enrollment, Section and the Wait List.

For the Course Policies and FAQs on Special Accommodations, [click here](#) .

Student Athletes, [click here](#) for Student Athlete Policies