

UGBA10: Principles of Business

Spring 2020

Master Syllabus

Lecture: Mon, Wed, Fri @ 8:10-9:00am in 150 Wheeler Hall

Discussion Section: one hour, as registered

Exams: in-class on the last Friday of each module



Welcome

Businesses produce most of the goods and services we consume, employ most working people, create most innovations, and are the source of most growth in the economy. By studying business, we are better prepared to participate in the economy and contribute to society, regardless of where we work or what we do.

Some students already know they want to be business leaders; others are not so sure. This course provides the foundation for all students to be effective in gathering and understanding input from various parts of their organizations to use in making decisions. We're excited to kick off this journey with you.

In this course we aim to:

- Provide a solid grounding on what it takes to be successful in business
- Teach several key frameworks and tools for evaluating the effectiveness of a business and where it is headed
- Expose you to the four core functions of a business – Finance & Accounting, Leadership, Marketing, and Operations & Sustainability
- Provide a foundation for pursuing a business degree or one that interfaces with businesses

Teaching an introductory course has its constraints. While we cover several topics, we can only do so at a high level. You may find yourself wishing to learn more than we have time to offer. We encourage you to explore more deeply and would be happy to point you toward additional resources.

Finally, UGBA10 is a highly popular course with hundreds of students each semester. Providing a valuable learning experience and treating all students fairly and equitably requires elaborate course policies that are strictly enforced.

Important first steps – what to do before the semester begins

1. Read this syllabus and the course policies thoroughly
2. Purchase/subscribe to resources listed below under “Required course materials and resources.” (waitlisted students may want to wait until being promoted from the waitlist)
3. Block all lecture, section and exam dates on your calendar. Attendance is mandatory and impacts your grade.
4. Prepare your bio-sheet and name plate for discussion section, these are required and can be found on bCourses > Files > Discussion Section Materials.
5. Turn on email notifications to bCourses announcements and messages. This will be our main way of communicating with you during the semester.

UGBA10 structure overview

UGBA10 is taught in four modules, each about three weeks long and each covering a different topic. Each module is taught by a different faculty member, has its own syllabus with required readings and its own final exam – please look out for those on bCourses.

In addition to lectures, learning happens in the weekly one-hour discussion sections and through team work on a business simulation that runs the length of the course.

To help students integrate the content of the four modules and to illustrate and underscore key points within each one, we select a focus company for the semester. This semester’s focus company is Microsoft, and we invite you to get to know Microsoft as a business by reading about it online.

Course Calendar and Key Dates

	Lectures Begin	Module Exam
Welcome to UGBA10! All Faculty	Wed. 1/22	N/A
Module 1: Finance & Accounting Prof. John Briginshaw	Fri. 1/24	Fri. 2/14
Module 2: Operations & Sustainability Prof. Omar Romero-Hernandez	Wed. 2/19	Fri. 3/6
Guest Speaker: Microsoft - date TBD		
Sim Days Torsor Kotee	Mon. 3/9 – Fri. 3/13 (no exam!)	
Module 3: Marketing Prof. Judy Hopelain	Mon. 3/16	Fri. 4/10
Module 4: Leadership Prof. Daniel Mulhern	Mon. 4/13	Fri. 5/1

<p style="text-align: center;">NO LECTURES on 2/17, 3/23, 3/25 and 3/27 NO DISCUSSION SECTION the weeks of 1/20 or 3/23</p>

Course Faculty

Prof. John Briginshaw, Finance & Accounting	john.briginshaw@berkeley.edu
Prof. Omar Romero-Hernandez, Operations	oromero@haas.berkeley.edu
Prof. Judy Hopelain, Marketing & Course Manager	jahopelain@berkeley.edu
Prof. Daniel Mulhern, Leadership	mulhern@berkeley.edu
Jonathan Heyne, Course Administrator	heyne@berkeley.edu
Torsor Kotee, Market Games Sim Master	torsor_kotee@mba.berkeley.edu

Attendance, enrollment and the waitlist

UGBA10 is regularly oversubscribed, and your enrollment represents your commitment to pursue and complete the course. Please be respectful of your classmates trying to get into the course and cancel your enrollment if you do not plan on taking the course this semester.

Attendance and instructor drop during the first two weeks. No adds/drops allowed after Friday, February 7.

Section attendance is mandatory and graded throughout the semester. In addition, **during the weeks of 1/27 and 2/3 students who do not attend their assigned discussion section will be automatically dropped from the course or waitlist.** This is done to allow space for others who want to take the course. Your assigned section is the one that is posted on CalCentral.

Lecture attendance is mandatory throughout the semester. Attendance will be taken without prior notice, and will count for 2% of students' final grade. For more information on lecture attendance, see the UGBA10 Lecture Attendance Policy.

Switching sections

Students may only attend the discussion section in which they are enrolled. Course faculty have no influence over enrollment and are unable to make changes for students. If you wish to change sections, the process differs depending on whether you're enrolled or waitlisted as described below.

Enrolled students:

- Select the "Options" link on CalCentral on the My Academics page of the Class Enrollment card under the "Class Adjustment" section
- Follow the step-by-step directions posted on the screen
- You will not be dropped from the primary component (lecture, etc) if you select this option
- See the PowerPoint deck "UGBA 10 enrolled student section change directions" on bCourses

Waitlisted students:

- Drop the course, then add it back and join the waitlist for the section you want to be in.

If you have questions or concerns, get help from the Haas Program Office in the Student Services Building, Room S450.

If your section conflicts with another class, you will have to drop either UGBA10 or the class it conflicts with. Students may not be enrolled in two classes or sections offered at the same time.

Academic Integrity

Work that you submit must be entirely your own. Students must be physically in their section classroom to be counted as present and for their answers to TopHat questions to be counted. Do not discuss or show your responses to TopHat questions to other students.

You have a duty to maintain the integrity of exams. In addition to not engaging in collusion, not having notes or books open, and not altering graded answers, you also have an affirmative duty not to engage in any conduct that leads to suspicion of cheating. For example, avoid suspicion during exams by not looking around the room, by removing headphones and by not talking to yourself or to other students.

We keep photocopies of Scantrons as they were submitted. Changing a Scantron after it has been returned to you is a very serious violation of academic integrity that will result in disciplinary proceedings.

Violations of academic 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.

Required course materials and resources

To participate in the course, you will need to purchase or legally secure access to ALL of the resources shown below. It is your responsibility to do so before the course begins and to make sure that your personal information, including email and student ID, is correct and up to date. Not doing so may cause you to lose points.

Waitlisted students may want to wait to buy paid services until they are promoted from the waitlist.

bCourses

This is where you'll find the most up-to-date course policies, master syllabus, module syllabi and materials such as lecture slides and practice exams. Course updates will be posted using bCourses announcements – it is your responsibility to check those regularly.

Email

Email is the official method of communication for the course.

Emails to you – We assume that you receive all messages sent to your registered email address or through bCourses notification. It is your responsibility to keep your email address up to date, check it regularly, and not unsubscribe from any course-related email list.

Emails from you – You may contact us with questions via email to the relevant faculty member or GSI, or to the course address at UGBA10@berkeley.edu. To help us respond in a timely manner, please: (1) do not send the same message to multiple course staff members; (2) send emails only from your @berkeley.edu email address; (3) use a meaningful subject line that summarizes the reason for your email (e.g. “John Smith, section 101, request for meeting on a personal matter” is much better than “Hi”).

The following people are on point for answering students' most frequently asked questions for these topics:

- Exam and TopHat answers – your GSI
- Technical issues with TopHat or study.net - vendor customer support
- Module content – your GSI, the module SMEs or the module lecturer
- Accommodations (student athletes, DSP, others) – Jonathan Heyne
- Exam absences – Professor Romero-Hernandez
- General course – Professor Hopelain

By contacting the right person from the outset (and not copying other faculty), you will get a faster response to your question.

Custom Textbook

You are expected to read the assigned readings in the custom text **before** each lecture. The course's printed custom textbook is UGBA10 Principles of Business Fall 2018, 3rd edition, Pearson, ISBN 978-1-323-878477. New and used printed versions are available for purchase (\$79.95 and \$63.95, respectively) through the student bookstore.

The custom textbook is also available in digital form for \$50.40 from the publisher's website:

<https://register.pearsoncmg.com/reg/include/consent.jsp?originalDest=/reg/buy/buy1.jsp?productID=676301>

Study.net Reader Articles

In addition to the pages in the custom textbook, you are also expected to read the assigned articles each module lecturer has specified on each module syllabus. The articles are available for purchase in digital form (\$63.90) or printed form (+ \$19.46) via the study.net link on bCourses.

TopHat

We use TopHat to determine and track your lecture and discussion section attendance and for certain graded activities in section. All registered students will receive an email invitation to sign up for TopHat. You may also sign up on www.tophat.com.

In your first discussion section meeting the week of January 27, your GSI will provide you with the code needed to join the right 'course' on TopHat. You should join the TopHat 'course' of your assigned discussion section only (and no other sections).

Be ready to use Top Hat starting the week of Feb 3. If you are not prepared to use TopHat in section by the week of Feb 10, your score will be adversely affected.

To use TopHat, you must bring an internet-connected laptop, smartphone or tablet to lecture and discussion section. Failing to do so will result in losing points, and we unfortunately cannot accept after-the-fact emails claiming that you were present. If you are experiencing technical issues, you should contact TopHat's user support immediately.

It is your responsibility to check TopHat regularly and contact your GSI immediately if your attendance or questions performance is not logged accurately. Requests to adjust TopHat data retroactively, at the end of the semester, will not be accepted.

A 4-month TopHat subscription costs \$30 and covers UGBA10 as well as any other courses that use TopHat this semester. We have secured 25 TopHat scholarships covering these fees, **available on a first come, first served basis only to students receiving Berkeley financial aid**. To apply: (1) log into Cal Central > My Finances > View My Awards, print the page using the "save as PDF" option. You may redact any personal information except your name and Funding Offered; (2) send an email to ugba10@berkeley.edu with a subject line "TopHat Scholarship – [your name]". In the email, write your name, student ID, discussion section number and attach the PDF file.

Market Games business simulation

Student subscription to the simulation program is required in order to participate in the business simulation team activities. Registration opens up February 23rd, you must have an active

subscription by March 1st, and the first deliverable for the simulation is due on March 10th. When subscribing, use coupon code UGBA10Spring2020 to get UGBA10's discounted price of \$29.99. (The full price is \$99.99 – do NOT pay the full price.)

Watch for email announcements with further info. See page 9 for more detail on the simulation.

Grading

How is your letter grade calculated?

First, the points earned throughout the semester are used to determine your final course score and grade, according to the following weights:

Four module exams – 20% each	80 %
Lecture attendance	2 %
Discussion section	9 %
Business simulation	9 %
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TOTAL	100 %

Then, your final score determines your course letter grade using the following scale:

A = 93.0+	C+ = 77.0 - 79.999
A- = 90.0 - 92.999	C = 73.0 - 76.999
B+ = 87.0 - 89.999	C- = 70.0 - 72.999
B = 83.0 - 86.999	D = 60.0 - 69.999
B- = 80.0 - 82.999	F < 60.0

Where to find your final grade?

Final grades are shown in CalCentral. UGBA10 course grading uses three decimal points and grades are **not** rounded. Because bCourses shows scores only to two decimal places, scores such as 89.998% appear as 90.0% in bCourses. However, the actual grade is a B+ (<90%) and not an A-.

To avoid confusion (and disappointment), consider grades within a few hundredths of a decimal point of a higher grade on bCourses as preliminary and look up your final grade in CalCentral.

When are grades posted?

We post exam scores as soon as they are finalized after each module exam. This is typically a week after the exam.

Final course grades are posted a few weeks after the course ends, in accordance with campus deadlines.

Responsibility for grade accuracy

Despite our best efforts to ensure grade accuracy, mistakes can happen. It is your responsibility to regularly check your exam grades on bCourses and Discussion Section grades on TopHat. In case

of any discrepancy, contact your GSI ASAP. We cannot guarantee that we'll be able to amend grading mistakes brought to our attention longer than 2 weeks after being posted online.

Are UGBA10 grades curved?

They might be. With over 600 students every semester, UGBA10 grades are usually distributed normally and averages don't differ significantly between semesters. However, to ensure consistency in grading Faculty reserve the right to curve grades if necessary. **Module Exams**

The course has four module exams, each accounting for 20% of your final score (total 80%). Exams are in-class during lecture time, on the dates listed in the Course Calendar section above. All exams include 38 multiple-choice questions covering materials from the assigned readings, lectures and discussion sections.

Additional important information about the exams can be found in the detailed exams policy.

Scantron

We use Scantron to collect answers and grade exams. For each 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. We also sell Scantrons during the exam for \$10 each.

Module Review Sessions

On Wednesday evening before each exam, GSI subject matter experts (SMEs) will conduct a review session covering that module's content. We suggest putting them on your calendar now: 8:00-10:00pm on 2/12 and 3/4 in Dwinelle 155 and 8:00-10:00pm on 4/9 and 4/28 in VLSB 2050.

The review materials are developed by module SMEs in collaboration with the module faculty and include select questions from past exams that may not have previously been shared. All review materials will be posted on bCourses immediately after the review and made available to all students, regardless of whether they attended the session.

Exam attendance and excused exams

Attendance at all four module exams is required and non-attendance without an approved excuse (described below) will result in earning a zero for 20% of your grade in the course.

We only excuse absence from an exam for documented serious illness or for athletes competing in officially NCAA sanctioned events. A student may be excused from only one exam and there are no makeup exams.

If excused from an exam, your score on the exam you missed will be calculated at the end of the semester by adjusting the class average for that module exam up or down based on your individual performance on the other three exams relative to the class average. For instructions on requesting to be excused, please refer to the detailed exams policy.

Any student that misses an exam unexpectedly due to illness should notify Professor Romero-Hernandez as soon as possible with supporting documentation from their health care provider that proves they were literally unavailable during the time of the exam.

Receiving and appealing your exam score

Your GSI will return your scored Scantron in section the week after each exam.

Explanations for the most commonly missed exam questions will be provided by the module faculty and discussed by GSIs in section. Please contact your GSI with any additional questions about the exam. If you still have questions after consulting your GSI and the faculty-provided explanations, you are encouraged to attend the faculty office hours - there will be extra office hours offered the week after exam scores are posted.

We keep copies of all Scantrons. If you found an error in scoring, please inform your GSI immediately so that we can give you the score you deserve.

Discussion Section

In addition to attending three lectures per week, students attend weekly discussion sections where course materials are further explained. Discussion section provides students with the opportunity to ask questions and practice the concepts covered in lecture.

Discussion section accounts for 9% of your course grade, as follows:

Attendance	3 %
Participation	3 %
TopHat questions	3 %
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TOTAL	9 %

Attendance (3% of grade)

You are expected to attend and arrive on time to all sessions of the discussion section in which you are enrolled. You may not make up for missed attendance by “crashing” another section, and such attendance will not be graded.

You may miss a maximum of two discussion section sessions for *any* reason (illness, job interview, athletics, etc.) without impacting your grade. Any additional absences will adversely impact your grade.

Attendance is tracked using a TopHat code that is displayed in the classroom. Students are allowed to “check in” only if physically in the classroom. Asking a friend for the Top Hat attendance code while not physically in the classroom is treated as a violation of academic integrity and will cause both the person asking and the friend providing the code to lose all of their attendance points.

TopHat questions (3% of grade)

Each week in section, your GSI will present questions about module content to be answered using the TopHat app. For each question, you will receive 0.5 point for trying and an additional 0.5 for answering correctly.

Students are allowed to answer TopHat questions only if physically in the classroom. Answering on the app while not physically in the classroom is treated as a violation of academic integrity and will result in losing all of your TopHat questions points.

Participation (3% of grade)

Students are expected to engage in and contribute to class discussion through thoughtful questions and comments. Your GSI’s assessment of your overall contribution to the discussion counts for 3% of your grade. Your participation will be tracked by your GSI on a weekly basis to ensure fair and

consistent grading throughout the semester and across sections. You are encouraged to ask your GSI for feedback on your performance during the semester.

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.

The Market Games Business Simulation

Our course builds on the business simulation to allow you to not only ‘passively’ absorb the materials taught but also experience applying them to hands-on decision making. The Market Games simulation helps you practice many of the elements of real-life business, including working in teams to make decisions under deadlines and with pressure of competition, while being jointly accountable for the success of the business.

Each Discussion Section will be broken up to ideally 7 teams that will compete with other sections for market share and profits” over multiple rounds in a simulated “world”. Each team member will have the opportunity to play the role of a CEO, Head of Product, Head of Marketing, Head of Operations, and Head of Finance. The teams' goal is to become the Market Leader by the end of the game by applying their learnings and understanding of core business concepts to outperform their competitors.

Your score will be determined based on your team’s performance on the preliminary and actual rounds of the simulation, augmented by how you do on a tutorial assignment, the peer evaluations and other graded activities.

The Simulation accounts for 9% of your course grade, as follows:

Sim Tutorials	0.5 %
Peer Evaluations	2.5 %
Sim Competition	6.0 %
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TOTAL	9.0 %

Additional course policies

Lecture recording

Many students at UC Berkeley are not native English speakers. We lecture at a speed that assumes you have the lecture slides in front of you on your laptop or printed out. However, if you are having difficulty understanding technical terms or definitions, it is acceptable for you to make an audio recording of lecture (not discussion section). *This must be for your own personal use only, may not be lent, uploaded, sold or shared in any form.* You may not make a video recording. For discussion sections, you should pay close attention to the discussion; recording is not allowed.

Student athlete accommodations

Only NCAA sanctioned sports teams are eligible for exceptions to the UGBA10 course schedule. If you are a student athlete in an NCAA sanctioned sport, please refer to the course policy on student athlete accommodations for instructions on how to secure your accommodation.

Special accommodations

We try to make UGBA10 accessible to all students, however it is your responsibility to secure any accommodation you may require in a timely manner. Please refer to the course policy on special accommodations for information on securing special accommodations.

Many accommodations can be handled online through the Disabled Students' Program online notification system. If you need additional resources, email us at UGBA10@berkeley.edu immediately.