

UGBA10: Principles of Business

Spring 2021

Master Syllabus

Lecture: Mon, Wed, Fri @ 8:10-9:00am

Lecture Zoom:

<https://berkeley.zoom.us/j/92263129152?pwd=dmZpTENKQk5RQVVweGJXWnc4KzNWdz09>

Discussion Section: one hour, as registered

Exams: in-class on the last Friday of each module; no final exam!



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 together.

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 students to the four core functions of a business – Finance & Accounting, Marketing, Operations & Sustainability, and Leadership
- 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. A student may wish to learn more than we have time to offer. We encourage students to explore more deeply and would be happy to point them 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 the custom eText 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 the calendar. Section attendance is mandatory and impacts students' grades.
4. Prepare the bio-sheet
5. Turn on email notifications to bCourses announcements and messages. This will be our main way of communicating with students 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 **ASYNCHRONOUSLY** by a different faculty member, has its own syllabus with required readings and its own final exam – please look out for those on bCourses. Note that the exams are administered during class time and all students must attend on those dates.

In addition to lectures, learning happens in the weekly **SYNCHRONOUS** one-hour discussion sections, where attendance is required, and through team work on a business simulation that runs the second half 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 Amazon, and we invite students to get to know Amazon as a business by reading about it online.

Course Calendar and Key Dates

	Lectures Begin	Module Exam
Welcome to UGBA10!	Wed. 1/20	N/A
Module 1: Finance & Accounting Professor John Briginshaw	Fri. 1/22	Fri. 2/12
PRESIDENT’S DAY HOLIDAY	Mon. 2/15	
Module 2: Marketing Professor Judy Hopelain	Wed. 2/17	Fri. 3/5
Sim Kickoff Week Professor Torsor Kotee	Mon. 3/8 – Fri. 3/12	
Module 3: Operations & Sustainability Professor Omar Romero-Hernandez	Mon. 3/15	Fri. 4/9
SPRING BREAK	Mon. 3/22 – Fri. 3/26	
Module 4: Leadership Professor Dan Mulhern	Mon. 4/12	Fri. 4/30

<p style="text-align: center;">NO LECTURES on 2/15, 3/22, 3/24, 3/26 NO DISCUSSION SECTION the weeks of 1/17 and 3/22</p>

Course Faculty

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

Attendance and instructor drop during the first two weeks. No adds allowed after Monday, February 1, no drops after Friday, February 5.

As mentioned above, while lectures are being taught asynchronously, section attendance is mandatory and graded throughout the semester. Attendance will be taken and will count for 3% of students' final grade.

In addition, **during the first two weeks of the semester, students who do not attend their assigned discussion section will be automatically dropped from the course to make room for waitlisted students.** A student's assigned section is the one that is posted on CalCentral.

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. For students who wish to change sections, the process differs depending on whether they are enrolled or waitlisted as described below.

Enrolled students:

- Check CalCentral to make sure there is room in the desired section
- Only if there is room, 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
- Students will not be dropped from the primary component (lecture, etc) if they select this option
- See the PDF on "Tips for Switching Discussion Sections" (for enrolled students only) – there's a link to it on the bCourses "syllabus" page

Waitlisted students:

- Keep a lookout for section openings in CalCentral
- If they see one that fits their schedule, they have to drop the course, then add it back and join the waitlist for the section they want to be in.

Students with have questions or concerns are encouraged to get help from the Haas Program Office. Students are not allowed to be enrolled in UGBA10 if they have a class or section that conflicts with their UGBA10 section time. If their desired section conflicts with another class, they will have to drop either UGBA10 or the class it conflicts with.

Academic Integrity

Work that a student submits must be entirely their own. Students must attend in their sections with their **cameras on** to be counted as present and for their answers to section questions to be counted. Students must not discuss or show responses to section questions to other students.

All students have a duty to maintain the integrity of exams. In addition to not engaging in collusion, we expect students to do original work.

Violations of academic integrity will lead to grade penalties including referral to the Center for Student Conduct and the possibility of an F in the course. This is a serious matter that will affect a student's academic career.

Required course materials and resources

To participate in the course, students will need to secure access to the resources shown below. It is a student's responsibility to do so before the course begins and to make sure that their personal information, including email and student ID, is correct and up to date. Not doing so may cause students to lose points.

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

bCourses

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

Email

Email is the official method of communication for the course.

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

Emails from students – Students 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 a @berkeley.edu email address; (3) use a meaningful subject line that summarizes the reason for the 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 section question answers – student's assigned GSI
- Module content – their GSI, the module SMEs or the module lecturer
- Accommodations (student athletes, DSP, others) – Jonathan Heyne (after reviewing course policies)
- Exam absences – Professor Romero-Hernandez (after reviewing course policy)
- General course – Professor Hopelain

By contacting the right person from the outset (and not copying other faculty), students will get a faster response to their questions.

Custom textbook

Students are expected to read the assigned readings in the custom text **before** each class session. The custom textbook is available in digital (eText) form for \$63.89 from the Pearson website. To purchase online with a major credit card or PayPal, go to: <https://console.pearsoned.com/enrollment/jxomkd>.

To purchase through the bookstore, students may buy an access code with this ISBN: 9780136984467. Redeem the access code by visiting link: <https://console.pearsoned.com/enrollment/jxomkd>

Read Articles

In addition to the pages in the custom textbook, students are also expected to read the assigned articles each module lecturer has specified on each module syllabus. The articles are available for free through the UC Library system or from the internet.

Market Games business simulation

Student subscription to the simulation program is required for this course in order to participate in the business simulation team activities. Registration opens up on Sunday, February 21 and students must have an active subscription by Sunday, February 28. The first deliverable for the simulation is due on Tuesday, March 9. When subscribing, use coupon code UGBA10Spring2021 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.

Grading

How are letter grades calculated?

First, the points earned throughout the semester are used to determine final course scores and grades, according to the following weights:

Four module exams – 20% each	80 %
Discussion section	11%
Business simulation	9 %
<u>TOTAL</u>	<u>100 %</u>

Then, a student's final score determines their 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 final grades?

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), we encourage students to consider grades within a few hundredths of a decimal point of a higher grade on bCourses as preliminary and to look up their 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 shortly after the exam.

Final course grades are posted within 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 students' responsibility to regularly check their exam grades and Discussion Section question scores on bCourses. In case of any discrepancy, students should contact their GSI as soon as possible. We cannot guarantee that we'll be able to amend grading mistakes brought to our attention more than 2 weeks after being posted online.

Are UGBA10 grades curved?

They might be. With hundreds of 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 students' 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 questions covering materials from the assigned readings, lectures and discussion sections.

Additional important information about the exams can be found in the Detailed Exams Instructions.

Exam Format

All four module exams are open books/open notes and are administered through bCourses Quizzes. **All students are required to take the exam during class time (8:10-9:00am Pacific Time), regardless of their location.** The "back button" is disabled in exams, meaning students must answer questions in the order they are presented and must answer each question before seeing the next one. Students are NOT able to review or revise answers once they have been submitted. As a result, students may have to adjust their test-taking strategy to accommodate UGBA10 exam design.

Issues During the Exam

Students who encounter technical issues during an exam (e.g., images not loading, bCourses not responding) should email their GSI ASAP to report the issue and provide a screenshot or other documentation of the problem or error message. In addition, they should log out of bCourses and log back in immediately to see if that resolves the problem. Other potential solutions are to log back in using a different browser, use their phone as a hotspot or to take the exam on a mobile phone.

Module Review Sessions

The week of each exam, GSI subject matter experts (SMEs) will conduct a review session covering that module's content the Tuesday or Wednesday night before each module exam.

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 live.

Exams Excused Absences

Completion of all four module exams is required and missing any of exam without an approved excuse (described below) will result in earning a zero for 20% of the grade in the course.

We only excuse absences 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 a student is excused from an exam, their score on the exam they missed will be calculated at the end of the semester by adjusting the class average for that module exam up or down based on their own 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 exam scores

Exam scores will be posted within a week of taking each module exam.

Explanations of answers to the most commonly missed exam questions will be provided by the module faculty and discussed by GSIs in section. Students are requested to contact their GSI with any additional questions about the exam. Students who still have questions after consulting their GSI and the faculty-provided explanations are encouraged to attend the faculty office hours - there will be extra office hours offered the week after exam scores are posted.

Students who find an error in scoring should inform their GSI immediately so that we can give them the score they deserve.

Discussion Section

In addition to lectures, UGBA10 students are enrolled in 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 and attendance is required.

Discussion section accounts for 11% of course grades, as follows:

Attendance	3 %
Participation	4 %
Content application	4 %
<u>TOTAL</u>	<u>11 %</u>

Attendance (3% of grade)

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

Students may miss up to two discussion section sessions for *any* reason (illness, job interview, athletics, etc.) without impacting their grade. Any additional absences will adversely impact their grade.

Participation (4% of grade)

Students are expected to engage in and contribute to synchronous section discussion through thoughtful questions and comments and to online discussions conducted through bCourses. The GSIs’ assessment of student overall contribution to the discussion counts for 4% of their grade. Individual participation will be tracked by each GSI on a weekly basis to ensure fair and consistent grading throughout the semester and across sections. Students are encouraged to ask their GSI for feedback on section performance during the semester.

Student behavior that detracts from the learning environment for others (side-bar conversations, surfing on the net) will negatively affect student scores.

Module content application (4% of grade)

Each week in section, GSIs will poll students about module content in Kahoots! over the course of each section session. These polls are an opportunity for students to practice what they are learning, and answers are not graded. Students will receive 1 point for answering at least 1 poll, and 2 points for answering all polls during section. Questions and correct answers remain available to students to use in preparing for module exams. In addition, one homework assignment per module will provide another opportunity for students to apply what they’re learning.

The Market Games Business Simulation

Our course builds on the business simulation to allow students to not only ‘passively’ absorb the materials taught but also experience applying them to hands-on decision making. The Market Games simulation, which runs during Modules 3 and 4, helps students 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 into 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 CEO, Head of Product, Head of Marketing, Head of Operations, and Head of Finance. Each team’s 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.

Student scores will be determined based on their team’s performance on the preliminary and actual rounds of the simulation, augmented by how well each student does on a tutorial assignment, the peer evaluations and other graded activities.

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

Sim Tutorials	0.5 %
Peer Evaluations	1.5 %
Sim Competition	7.0 %
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TOTAL	9.0 %

Additional course policies

Student athlete accommodations

Only NCAA sanctioned sports teams are eligible for exceptions to the UGBA10 course schedule. Student athletes in NCAA sanctioned sports should refer to the course policy on student athlete accommodations for instructions on how to secure their accommodation.

Special accommodations

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

Accommodations are handled online through the Disabled Students' Program online notification system. Students needing additional resources should email us at UGBA10@berkeley.edu immediately.