



# ugba 10 Principles of Business

**Spring 2012**

3 Units

Exam Group: *No exam in Exam Week—exams are in-class*

Lecture: MWF 9:10 - 10:00 a.m., in Wheeler Auditorium

Discussion: One hour, as registered

## Web Site

The course web site at <http://faculty.haas.berkeley.edu/robinson/ugba10/> contains up-to-date information, announcements and the answers to many frequently asked questions (FAQ), including questions on switching sections and wait-list. The course website contains the official policies and procedures of the course.

## Course Structure

ugba-10 is taught in 5, three-week modules. There are three instructors, one of whom will be responsible for each module. → One of the instructors serves as the Course Manager to whom all procedural questions (e.g. special accommodations, schedule problems, logistical difficulties) should be addressed. Each module ends with an in-class exam. In addition there are weekly one-hour discussion sections led that you must attend. You will be given a detailed outline at the beginning of each module, which will list the Instructors' office hours.

## Instructors

Instructor	e-mail
David Robinson <b>Course Manager:</b>	robinson@haas.berkeley.edu <b>Office hours:</b> Wed 2:10 p.m. – 4:00 p.m. <b>F 512 Haas School</b>
Cristina Banks	banks@haas.berkeley.edu
David Vogel	vogel@haas.berkeley.edu

## Module Calendar

Module	Topic/Instructor	Lectures begin	Module Exam
1	Marketing: Delighting customers D. Robinson	Wed 1/18 1/16 is a holiday	Monday 2/6
2	Business, Government and Society D. Vogel	Wed 2/8 2/20 is a holiday	Monday 2/27
3	Accounting and Finance D. Robinson	Wed 2/29	Friday 3/16
4	Management of Organizations C. Banks	Mon 3/19 3/26 – 30 is Spr Brk	Wed 4/11
5	Producing quality goods and services D. Robinson	Fri 4/13	Friday 4/27

**Instructor Drop Warning:** Sections do *not* meet 1/17, 18 or 19  
You may be instructor-dropped if you fail to attend section as *registered*  
in Weeks 2 and 3 of the semester.

## Required Texts

Please read assigned readings before the lecture.

*Both texts are required.*

1. Robinson, D., Banks, C. and Vogel, D. *Principles of Business 2012: The Haas School of Business Reader to Accompany ugba-10*, Pearson, 2011 ISBN 1256285234
2. Nickels, McHugh & McHugh, *Understanding Business 9/e*, McGraw-Hill, 2010 ISBN 9780073511702 *or* only the chapters we need: ISBN 9780077537227  
(*see course website for details on the alternatives*).

## Course Materials

Many course materials including lecture notes are available from the Downloads page on the web from the course site. There are several syllabuses which are distributed in class and are posted on the website: The “Main White Syllabus” (this one) and five separate “Module Syllabuses” printed on colored paper. We distribute the next module syllabus at each exam, and also post syllabuses on the web if you misplace yours.

## Grading

Your final grade in the course will depend on your rank (class standing) at the end of the semester. We scale scores and smooth to make the exams “equally difficult” and smooth the papers to make the GSIs “equally tough graders.” Details of these processes are posted on the course website FAQ. Note that because the variance between paper grades is less than the variance on exams, papers tend to have less effective weight than exam scores. You can use the website to get a rough idea of how you are doing from the published statistics after each module. However, because final grades depend on ranking, you should not attempt to convert any particular score into a letter grade. The constituent scores are:

Five module exams, 10 percent each	50 percent
Four module papers, 10 percent each	40 percent
Class Participation, Section, 10 percent	10 percent

## Module Exams

Each three-week module concludes with an in-class multiple-choice examination, based on assigned readings, lectures and videos shown in class. For each module exam, bring a Scantron answer sheet type **882-ES (or 882-E)** (available at ASUC and local book and convenience stores) and N<sup>o</sup> 2 pencils with erasers (you must erase carefully). Be sure to know your SID and your section number, as you will write both on the answer sheet. *We keep grades by section, so be sure to learn your section number.*

➔ If for any reason you miss a module exam you should contact the Course Manager, as soon as possible, in person or by e-mail.

There are no make-up exams in ugba-10. If you miss an exam you will have no score recorded, unless you are excused from the exam. The criteria for an excuse are: (1) Your absence was *beyond your control*: Serious illness, family bereavement and earthquakes count as beyond your control. Oversleeping, unreliable alarm clocks or poor scheduling do not. (2) Your excuse must be *documented* (e.g. admission note from the Tang Center, copy of police accident report). Student athletes may need special arrangements: please carefully follow the procedures shown on the web site FAQ.

→ If you arrive late to the exam you may be refused admission and have no score recorded. *Rationale*: We let students who finish leave with the question paper.

*Appealing exam questions*: Multiple choice exam questions are a crude measure of your learning. Many students feel that the focus of the exams is "Did you come to class? Did you do the assigned readings?" We have no problem in answering "Yes!" The Discussion Section and Module Papers will provide you with an opportunity to express your creativity and insights. Your section instructor can explain the correct answer for each exam question. If you still have difficulty with the stated answer, you should see the lecturer who taught the module in office hours. We don't respond to e-mails about exam questions. The Scantron machine is old, and occasionally misreads your answers. If there is an error in scoring we want to know and to give you the score you deserve. Return your Scantron to your Section Instructor (who keeps your grades) with an explanation of the problem.

→ We keep Xerox copies 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.

## Module Papers

The Modules 2 through 5 require a paper in which you will be asked to discuss issues raised in lecture and in the readings. The question will be given in the Module Syllabus and your GSI will help you prepare your answer. The syllabus and your GSI will give you clear instructions about whether a particular paper requires additional research beyond the readings of the text, reader and module syllabus. Module 1 has an optional practice paper so you can learn our style.

**Format**: → There is a very specific format required for papers in ugba-10. If you deviate from these instructions your grade will have a substantial penalty. There is a strict limit of two pages (unless the module syllabus encourages you to add an exhibit) properly word-processed, double spaced; 1 inch margins (top, bottom and sides); font must Times Roman size 12-point.

Staple top left and do not use a cover page or binder. At the → **top right** (which may be in the top margin) include:

**Put this top right  
Use the Registrar's  
form of your name**

Last name, first name  
SID number/Section \_\_\_\_\_

**Style**: It is important to learn to express complex arguments concisely. To get the right tone of voice, imagine that you are writing a short authoritative article for *Business Week*

or *The Wall Street Journal*. You should aim for a good essay form, with ideas coherently expressed in well-organized paragraphs.

**Sources:** There is no need to footnote or endnote papers handed out with the module syllabus, or that appear in the reader. When you are incorporating ideas from materials outside the course, *including information you get from the web*, make an endnote in any reasonable format (which can be over the two page limit).

**Due date:** The paper is due at the start of your discussion section meeting (i.e., Tuesday, Wednesday, or Thursday, *as registered*) and should be handed in as a hard copy. → There are severe point-penalties for late submission that is not excused for medical or personal emergency reasons. If you have not handed in your paper on time, you are to e-mail your paper to your GSI as an MS-Word .doc attachment. There is a 10 percent penalty for e-mail submission *plus* an additional 10 percent penalty for each day or part of day late. For example a paper due at 3 p.m. on Wednesday would take a *20 percent* penalty if e-mailed at 5 p.m. on Wednesday and a 30 percent penalty if e-mailed at 5 p.m. on Thursday.

**Warning:** Plagiarizing from papers posted on the Internet is easy for your instructors to detect. If you use other peoples' ideas without appropriate reference notes you will be subject to academic discipline.

**Grading:** Your Section Instructor will grade your papers. If you have a question about your score on a paper, please take the paper to your GSI in her/his office hours. We have an effective system to smooth between GSIs to make the grading fair across sections.

## Discussion Section & Class Participation

You are expected to attend discussion section. You must attend where you are enrolled and not “crash” another section. The 10-point Class Participation grade depends on both the quantity (attendance and participation in discussion) and the quality (thoughtfulness, avoiding “me too” comments) of your class participation. You may ask your Instructor for feedback on your performance at any point in the semester. If your behavior detracts from the learning environment for others (examples: late arrival, side-bar conversations, surfing the net on your laptop) your grade will be negatively affected. In calculating your Discussion Class Participation score, we permit a maximum of two absences for *any* reason (illness, job interview, athletics, etc).

To assist your Instructor in learning your name, please make both a **name card** and a **bio sheet** to hand in at Section at the first meeting. The instructions for this are on the website.

→ *You must attend the discussion section where you are registered* (we keep records by section). You can confirm your section through InfoBEARS. We understand that you may be trying to fit your class schedule during the first two weeks of classes and there are limited opportunities for you to attempt to switch sections using TeleBEARS (see FAQ on the course website). If you are unsuccessful in switching and end up with a conflict you'll have to drop ugba-10 or the other class. You may not be registered for one section and attend another and you may not be in two classes at the same time.

## Policies

This is a large class. The instructor team has two duties: We plan and deliver a curriculum to meet the course objectives and we work hard to promote a professional learning environment. To promote equitable administration of this large course, there are several important policies for the administration of the course that are marked → in this syllabus. In addition, detailed explanations of our policies and procedures are on the course website—be sure to read them at “FAQ & Policies.”

- No cell phones: If your cell phone rings in class you will be asked to leave.
- Please do not eat in class. If you eat in class it can be tremendously distracting to other students and the classrooms soon get messy. Please plan your day so that you do not eat in class and can give your full attention to your studies.

## e-mail

E-mail is the official method of communication for the course. We use the BSpace mailer that sends to the e-mail address from the address you gave to the Registrar (*see* your BEARFacts if you need to change it). If we send an e-mail to your registered address we consider you to have been informed—whether you’ve read the message or not.

→ *Your personal name must show in your e-mails* If your e-mail name is anything other than your real name, you must make sure that your name shows. Example, if your e-mail address is ladygaga@berkeley.edu your e-mail must show:

From: Stephanie Germanotta <ladygaga@berkeley.edu>.

This is a function of your e-mail program—check your settings. If your personal name does not show your e-mail may be deleted without being read due to the risk of viruses.

→ *Please use a meaningful subject line* You will get a faster response from instructional team members if your subject line summarizes the issue at hand. Example: “Can’t download Lecture 4” beats “Hello!”.

## Special Accommodations

There are instructions on the course website FAQ 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, please direct your request as soon as possible to the Course Manager, in private, *in person*, with a copy of your Request for Accommodation.

## Recording of Lecture

Many students at Berkeley are not native speakers of English. We lecture at a speed that assumes you have the PowerPoint 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 or sold in any form*. You may not use video recording. For Section, you should not record; pay close attention to discussion and ask people to repeat or explain things that are not clear.

## Academic Integrity

Work that you submit must be entirely your own. Avoid accusations of plagiarism by carefully listing your sources (other than assigned articles). Do not show copies of your papers to other students in the class. If you are learning English pay attention to the prompts given by MS-Word (green underline); you may ask a peer to read your paper for grammar *only*. Be warned that excessive editing invariably leads to a low score if the paper ends up like an English essay not a business brief.

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 Office of Student Conduct. This is a serious matter that will affect your academic career.

### Checklist of Action Steps for Week 1 & 2 of the Class

	Task	✓
1	Purchase the two textbooks	
2	Read this syllabus and Mod 1 syllabus	
3	Visit the class web-site and bookmark it	
4	Make sure you know the day, time and location of your section → Some sections meet at the same time—make sure you know the correct room and can find it.	
5	Be sure to attend Section in Weeks 2 & 3 <i>where registered</i> .	
6	Before your first section, prepare <b>Name Card</b> and <b>Bio Sheet</b> according to the instructions on the class website.	