



Foundations in Business – MGMT 2200 CRN 30862

Spring Semester: January 9 – May 2, 2023

Tuesday/Thursday 9:30-10:50am

Smith Hall Room 330

LaGrange College Mission Statement: *LaGrange College challenges the minds and inspires the souls of its students. Founded in 1831 and committed to its relationship with the United Methodist Church and its Wesleyan and liberal arts traditions, the college supports students in their search for truth. An ethical and caring community that values excellence, service, civility, diversity and inclusion, LaGrange College prepares students to become successful, responsible citizens who aspire to lives of integrity and moral courage.*

Professor:

Linda Harrison McMullen, PhD

Chair, Business and Accountancy Department

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My Office Hours:

You may schedule an in-person appointment using the following link, which will take you directly to my Outlook calendar <https://calendly.com/doctormac/30min>

My preferred meeting times are Monday, Wednesday, Friday 8:30-10:00am and Tuesday-Thursday 1:00pm-4:00pm, but please feel free to pop in to Smith 316 any time you see my door open. I'll be glad to chat with you. Please note: unless you are ill, I prefer in-person meetings, not virtual.

Did you know that the working name for this class is IDEAS@WORK? That is because success in the course requires YOUR creative input and innovative strategies to make decisions and resolve problems.

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Text: We don't use a print text for this class. Instead, we will use an online tool, *BizCafé: the Business Essentials Simulation*. There you will find the case, assignments, special incidents, and guidelines to help you make the most of your experience running a coffee shop. I'll show you how to access the Interpretive Simulations website during the second week of class.



Course Description: Businesses – whether large or small, public or private, product or service oriented, traditional corporate model or mission-based – have much in common. We'll explore those commonalities in this course, which offers an introduction to the functional areas of business. The course is built around a business simulation called *BizCafé*, in which you engage as entrepreneurial teams managing all aspects of a small coffee shop. As you run the simulation and make weekly decisions, you will develop stronger creative, critical thinking, and problem-solving skills and gain insights into the integrative approach required in today's business world.

Foundations in Business will likely be your first experience in the major, whether you are studying Marketing/Entrepreneurship, Accounting, or Sports Management. It is a great introduction to the major (or minor). You might discover talent you did not know you had in creating marketing pieces or producing a commercial, or in researching and presenting the results of your research to the class, or in debating real-life ethical dilemmas. And you'll have fun competing with the other teams in class – showcasing your developing skills as executives running your coffee shop.

Three expected student learning outcomes form the basis for all in-class and evaluated activities.

1. You will demonstrate a basic understanding of the functional areas of business.
2. You will demonstrate the ability to review and evaluate contemporary business issues from a range of ethical perspectives.
3. You will demonstrate developing communication skills through both formal and informal presentations.

Guiding Principles for our meetings together

I commit to you that I will do my best every class to clearly explain business concepts, thoughtfully explore issues and problems *with* you, provide constructive and timely feedback for the work that you submit, and challenge you to help you meet the learning outcomes for this course. And I need you to make a commitment, also.

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Businesses have a Code of Conduct that employees follow as a condition of their employment. My classes have a Code of Conduct, also, necessary for success in this Gateway class.

≈Be prepared.

When readings are assigned, do your homework. Bring your questions to class and be ready to contribute to the discussions. **Expect** to complete a significant amount of work outside of our scheduled meeting times.

≈Be on time.

Consider yourselves as the executive staff for a business enterprise whose charge is to work through a series of key situations and problems. Our work together begins at precisely 9:30am. You need to be on time. Do not expect me to repeat information given to the class that you missed because you were late.

≈Be fully present. This is a challenging course that will require your full focus as we learn new material and solve problems together. Phones, iPads, laptops are all welcome if you are using them to find information to support our learning in class.

≈Own your role as a learner in this class.

ASSESSMENTS FOR THIS CLASS	POSSIBLE POINTS	
three exams	50 points each	based on PowerPoint lectures and assigned articles
active engagement in class	20 points	small group exercises and problem-solving; contribution to discussions
pairs discussion: <i>Why This Matters</i>	5 points	You will choose the topic for this one-time activity.
company presentation (team)	30 points	Teach us about a B-Corps organization.
BizCafé decision periods	5 points for each of 9 decision periods	See the chart on our class page on Connect for due dates.
BizCafé special assignments	6 assignments; 10 points each	See the chart on our class page on Connect for due dates.
coffee shop commercial	20 points	Be creative! Write and produce a 60-second commercial to promote your shop.
BizCafé final presentation	20 points	You will summarize the successes and challenges of your particular shop in a presentation for your peers.
final examination or project	50 points	details provided before Spring Break

The explanation of what is included in the evaluated activities follows.

Examinations: (course SLO 1; departmental outcome 1)

Your written exams will offer a combination of multiple choice, fill-in-the-blank, short answer, and case scenarios. Remember, this is the first course for most majors, so you should expect to

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learn a lot of terms that you will encounter again and again as you move through the major. There is no getting around it: **you need to study and learn the terms introduced through lectures and discussions and be able to use them appropriately** to succeed on the exams.

Note: exams 2 and 3 are not cumulative.

Active engagement: (course SLOs 1, 2, and 3)

So, are you *fully* present each class? You will earn points for your active participation in role-play scenarios, mini-case studies, informal debates, in-class informal research, and class discussions.

Pairs discussion: (course SLOs 2 and 3)

With a partner, you will facilitate a “*Why This Matters*” 5-minute discussion with your classmates. Identify a current situation (i.e., occurring within the last 30 days), present the background on the issue, and solicit discussion about why the issue is significant in the business arena *now*. These brief discussions will generally be the first class activity on Tuesdays throughout the semester.

Company Presentation: (course SLOs 1 and 3; departmental outcomes 3 and 4)

In trios, you will give a 10-minute presentation to the class to teach us about a specific start-up, established small business, or corporation that has earned certified B Corporation status. In a thoughtful, well-researched presentation (using the prompts and the rubric that I will provide), introduce us to the organization and teach us about the mission and objectives, organizational structure, operating challenges, etc. Use the metrics listed on the B-Corp website to guide your research. I prefer that you choose the company based on your interest in a specific industry, product, or service, but I will be glad to suggest an organization if you find that helpful.

BizCafé: (course SLOs 1, 2, and 3; departmental outcomes 1, 2, and 4)

You will work in teams to manage a small café, making decisions about management, marketing, and operations. There are nine opportunities for you to make decisions that affect your business and the businesses of your competitors (the competing teams in the classroom). Due dates for decisions, incidents, and special assignments are detailed on our class site. If you miss a deadline, you lose the opportunity to earn points for that week.

Decision Periods: Beginning on **Wednesday, February 1st**, you will submit weekly decisions about staffing, inventory, and marketing to your clients, using the background information provided on the Interpretive Simulations site. The goal is to learn from the previous week(s) in making new decisions and the evaluation you receive will be based on the strategic processes that you employ from week to week as your knowledge about the business environment grows.

Weekly Decision Submission Dates: February 1, 8, 15, 22; March 8, 15, 22 29; April 12

Special Assignments: You will select a name and logo, write a brief business plan, design the physical space, prepare a recruitment piece, an online advertisement for the café, and

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complete a management audit. The audit must be done independently. All other special assignments will involve group submissions.

Commercial: Lights, camera, action! Pretend you are advertising on a streaming service, and you have 60 seconds to present your shop in a way that distinguishes you from the competitors and makes clients want to patronize your cafe.

BizCafe final presentation: What did you do well? What do you wish you had done differently? What did you learn? You will summarize your 9-week experience with presentations from your perspectives as CEO, CFO, and Chief Marketing Officer. The presentations are scheduled for the final week of the semester.



We will announce two winning teams and give a reward - based on established performance metrics – during our final class.

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You've seen documents with pages of fine print at the bottom? That is the part that few people read because they assume it is less important or they just don't want to devote time to reading it. Well, the material that follows is at the end of your syllabus because I wanted to share other things first. But all of this IS important. Please read it carefully.

College and Classroom Policies

Honor Code: All LaGrange College students are pledged to honor the letter and the spirit of the Honor Code. The Honor Code states: *As a member of the student body of LaGrange College, I confirm my commitment to the ideals of civility, diversity, service, and excellence. Recognizing the significance of personal integrity and establishing these ideals within our community, I pledge that I will not lie, cheat, steal nor tolerate these unethical behaviors in others.*

Attendance: Students are expected to attend every class that is scheduled unless excused for medical reasons (with appropriate documentation) or engaged in a college-sponsored extracurricular activity. Attendance matters. This is a hands-on, problem-solving, idea-generating class. Your classmates – especially your BizCafé team – need you to be present and fully engaged.

Special Accommodations:

In compliance with Section 504 of the Rehabilitation Act and the Americans with Disabilities Act, LaGrange College will provide reasonable accommodation of all medically documented disabilities. If you have a disability and would like the College to provide reasonable accommodations of the disability during this course, please notify Ms. Lindsay Shaughnessy, Director of the Panther Academic Center for Excellence (PACE) and Coordinator of Accessibility

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Services at accessability@lagrange.edu or 706-880-8652. PACE is located in the Moshell Learning Center & Tutoring Lab in the Lewis Library. Please note that if you require an accommodation for exams, you must have the appropriate paperwork signed 3 days before our scheduled examination.

Electronic communication: The College policy with regard to email accounts reads as follows.

Students are expected to treat their campus email accounts as a business account.

Faculty and administration rely on these accounts to disseminate important information regarding college protocol and events; therefore, students are responsible for any College information sent out over campus e-mail.

In other words, check your college email account often to make sure you don't miss any important information. And when you communicate with me, message me through the Teams or Connect, or use your LC e-mail account. Please understand that, after one reminder, I will not respond to inquiries submitted via your Gmail, iCloud, or other personal account.

Assessments: In this class, I give both oral and written assessments. Written exams may be given in the Corn Auditorium of Lewis Library, or they may be administered online on Connect. If you take an online examination, please understand that once the test has been opened, cell phones must be put away and you must not open **any** pages on Connect other than the active test page. If you access any other pages on our class site (which I can see from my instructor's monitor), I will collect your test and generate a report to the Honor Council.

Grading Scale for MGMT 2200

The College employs a +/- grading scale. The grade definitions follow.

A+	4.0	98-99%	A	4.0	92-97.99%	A-	3.75	90-91.99%
B+	3.25	88-89.99%	B	3.0	82-87.99%	B-	2.75	80-81.99%
C+	2.25	78-79.99%	C	2.0	72-77.99%	C-	1.75	70-71.99%
D+	1.25	68-69.99%	D	1.0	62-67.99%	F	0.0	61.99 or less

Important note: Are you a Bachelor of Business Administration or Accountancy major? You must earn a C- or better in this gateway course as a part of your eligibility to declare your major.

We have individual course outcomes. We also work with you toward department program outcomes, and college outcomes. You should see the alignment between student learning outcomes at the course, program, and college levels.

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1. Students will demonstrate an understanding of general business concepts (including finance, marketing, accounting, economics, management, and information systems) by creatively and critically solving complex problems in a dynamic global environment.
2. Students will demonstrate the capacity to be ethical leaders who engage in innovative, sustainable business and social enterprises.
3. Students will conduct research, analyze data, and communicate results in a professional manner, using appropriate technology.
4. Students will show an enhanced ability to work in teams within diverse environments.
5. **Accounting only:** Students will demonstrate an understanding of the technical knowledge of accounting and tax and apply that knowledge to the preparation and assessment of appropriate data and reports.
Marketing and Entrepreneurship only: Students will demonstrate an entrepreneurial attitude for creative problem-solving and identifying sustainable market solutions in the business arena, mindful of responsibility for both economic and social impact.
Sports Management only: Students will demonstrate an understanding of the principles required for success in the sports management profession and will apply those principles in various settings.

All classroom learning activities and assessments align with expressed student learning outcomes at the course and/or departmental levels. Activities also align with the institutional student learning outcomes that feature demonstration of *creativity, critical thinking, communication, and connectivity*.

Things that you should know about me.

1. **I love teaching!** I have been at LaGrange College for 23 years and wouldn't want to be anywhere else. In addition to Foundations in Business, I teach Management and Organizational Behavior, Cultural Aspects of International Business, Social Entrepreneurship, and Business Communication.
2. **I am going to encourage you to do your best work,** and I will tell you when I think you are skating. It isn't just about the grades. Part of my charge is to make sure you are ready for the professional roles that you will assume after graduation. So, expect "That's awesome!" when you excel, "Good; you're getting it" when you are working hard to figure it out, and "Oh, come on, now" when you aren't giving your best effort in this class.
3. **I serve in the community beyond the college.** I have served as chair of West Georgia United Way, chair of the Boys and Girls Club, and vice president of the LaGrange Symphony Orchestra. I currently serve as vice-chair of the Lafayette Alliance, secretary of the Georgia African American Historic Preservation Network, and board member of Trustbuilding, Inc.

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