

**BADM 1103.513 (S, D)**  
**Social and Behavioral Foundations in Business**  
**Spring 2015**  
**January – March, 2015**



**Course Conflict**

This course may not be used for degree credit with BADM 3101. Only one of these courses may be used on a degree plan.

**Overview, Goals, and Objectives**

This course will provide a broad overview of the various sub-disciplines, proving a very broad (although not very deep) **Business Knowledge and Competency**

Among many other things, you should be able to:

- Demonstrate a foundational knowledge of business vocabulary, processes, environment, and practices;
- Recognize the interrelationship of business disciplines;
- Understand some of the theoretical foundations that drive business interactions; and
- Understand how diverse populations impact business practices

As with specific disciplines across the university, business majors each require their own technical knowledge depth to fully understand and implement decisions in a professional context. Fundamentally, however, organizational management is about problem solving through modifying human behavior within a social and behavioral context, because both buyers and sellers are people acting within a society. Additionally, most business disciplines have specific constructs that address diverse populations. This course abstracts business concepts to provide a broad social and behavioral theoretical foundation for any specialized course of study, with a particular emphasis on diversity issues. Through reading, observation, and decision-making, students will enhance both critical analysis and problem solving skills. Individual reflection and writing provides an outlet to consider and appreciate various business issues as human behavioral reaction and social interactions, and relate those to their own personal experiences.

**Instructional Staff and Contact Information**

**Professor: Dr. Mark Weiser**

423 Business Building, (405) 744-5357

**Teaching Assistants:**

Lana Gabbert

Isabel Perry

423 Business Building, (405) 744-3000

<http://oc.okstate.edu>

All questions about course materials and requirements should be posted in the relevant discussion forum on D2L

**Class e-mail address: [weiser-dl@okstate.edu](mailto:weiser-dl@okstate.edu)**

If you have a question about your own grade or something personal, use this address. The instructor and assistants will monitor this mailbox to provide the quickest possible responses. **Always include `BADM1103 . 513` on the subject line.**

**Office Hours** are held in 423 Business on the following schedule and either Dr. Weiser or one of the TA's will be available.

Monday 10:30-11:30

Thursday noon – 2:00

These are subject to change with an announcement by email, video posting, or posting to the discussion area whenever possible. We may also be available some other times and you can make an appointment to meet in person or by phone by sending an e-mail to [weiser-dl@okstate.edu](mailto:weiser-dl@okstate.edu).

**Course Prerequisites**

none

**Texts and Supplementary Materials**

There is no required textbook for the course, which saves quite a bit of money, but you're not off entirely free.

- Purchase an access code to BizCafe. You can purchase a code from the bookstore or subscribe online with a credit card. Either way, wait until you receive an e-mail directly from Interpretive Solutions with instructions about how to register so that you have access to our class simulation.
- You'll need to acquire one book from the book list. Some are available in the university and local library and all are readily available in bookstores and online. The bookstore will have some of these labeled "optional", because I wanted to make sure no one ended up purchasing all the titles when each person only needs one.
- If you choose to complete an optional bonus assignment, you'll need access to a device capable of making a YouTube video. This could be a webcam, home video camera with appropriate cables, or even some cell phones. I am hopeful that you need not purchase this device, but either already own something appropriate or will immediately work to borrow or use someone else's.

## Attendance Policy

**THIS IS NOT A CORRESPONDENCE CLASS** that you can entirely do at your own pace. Students are expected to keep up with materials and discussion forums and to submit work by the posted due dates. Work may not be made up after the submission window closes.

## Grading Policy

Homework (lowest dropped)	30%
Quizzes (lowest dropped)	20%
Simulation Decisions and Rationale (lowest dropped)	20%
Paper relating book to course content	15%
Proctored Comprehensive Closed-Book Exam	15%
Book presentation (bonus)	5%

Letter grades will be assigned according to the standard scale.

A:	90%
B:	80%
C:	70%
D:	60%

Will there be a curve? Because you can actually earn over 105%, I don't believe it will be necessary, however, at the end of the semester, I will ensure that every student who earns at least a weighted 50% makes the at least the following letter grade based on his/her percentile. Your percentile is the percent of other students whose weighted score is lower than yours.

A:	75 <sup>th</sup> percentile
B:	45 <sup>th</sup> percentile
C:	30 <sup>th</sup> percentile
D:	10 <sup>th</sup> percentile

Everyone who earns at least a weighted 50% will receive the higher of the two scales. Anyone with a 90% or higher gets an "A", but even if you have 65% but are in the top 25% of students you'll get an "A" because of your percentile. What a deal! Percentile rankings will not be or announced at any point during or after the term, but will be checked before final letter grades are entered into SIS. Because of extra credit opportunities, curving on the final, and the percentile curve, there is no additional "rounding up". If you want to get the grade for a 90%, do not earn only 89.998%.

## Description of Course Requirements and Grading Rubric

**General Structure: The course is divided into modules. Each may be comprised of:**

- Written materials
- Lecture on the topical area

- Lecture on a specific diversity issues and their impact on classic behavioral theories from business
- Definitions
- Outside content about the topic (may appear in some modules)
- Homework
- Module Quiz
- BizCafe Decision

**Homework:** Each module will have a homework assignment, which may incorporate one or more activities. Each requires that you demonstrate an understanding of a different theoretical social construct. This may be in the form of a short reflective research paper, discussion postings, or some other activity that reinforces the topical content. Unless otherwise directed, homework should be submitted to the appropriate dropbox on D2L. Some homeworks have extra credit opportunities (bonuses). I recommend you take advantage of those when available. Your lowest homework grade will be dropped from the final semester grade computation.

**Homework 0:** counts the same as any other homework and asks that you document your review of the syllabus, master schedule, course introduction, and documents in “Other Course Documents” and elsewhere on the D2L site. There are usually one or more bonus opportunities that could make your score on this homework greater than 100%, possibly offsetting the grade on a future weaker assignment.

### Quizzes

Quizzes automatically appear in D2L **after you have watched all content videos for that module**. Be sure to left-click on the video from within D2L. Opening it in a new window may prevent your viewing of the video from being properly detected. You will not see the quiz at all until the videos have been watched. Your lowest quiz grade will be dropped from the final semester grade computation. If you believe you have watched all the videos but do not see the quiz in the content browser, you may check the Quizzes area of D2L to make sure the content is refreshed based on your viewing. If you still do not see us, contact us immediately (and certainly before the due date/time) at weiser-dl@okstate.edu.

You are free to use any materials that are available to you on the D2L site for this class and any notes that you have personally created from those materials for the quiz. Use of any other materials from outside of D2L or seeking assistance or materials from other people will be considered academic dishonesty. Your lowest quiz grade will be dropped from the final semester grade computation.

**Class Structure Quiz (Module Quiz 0):** This open book quiz counts the same as any other homework and asks that you document your review of the syllabus, master schedule,

course introduction, and documents in “Other Course Documents” and elsewhere on the D2L site.

**BizCafe Quiz:** This is the only quiz that is NOT taken on D2L. Instead, it is taken on the Interpretive Solutions (BizCafe) site at [www.interpretive.com](http://www.interpretive.com). You should take this after reviewing the Student Manual and Simulation Case on the Resources tab of BizCafe, as well as practicing multiple times on the benchmark game. You may only take the quiz one time.

**Module Quizzes:** As part of each topical area (module), there will be an open-book quiz over that material, including any outside speakers and assignments. Module quizzes are time-limited but there is enough time to look up answers to the questions if you have taken sufficiently detailed notes from the lectures and reviewed them first. There are both general questions and some minutia. The way to do well on these quizzes is to print pre-lecture slides and other materials, focus your full attention on provided lectures while taking detailed notes, then organize and review those materials before you begin the quiz. Although most questions from module quizzes will not be on the final exam, they will be representative of what you should expect.

Quiz grades are usually posted within two days after the closing date. From the time a quiz grade is posted, your questions and answer options will be available for review for at least two days, although correct answers or an indication of which questions you answered incorrectly are not provided. The purpose of this is for you to review your notes and understand and clarify the material over which you struggled before the exam. I want this to occur soon after you originally studied the materials, which is why access time is limited. If you are prompted for a password when you try to enter a quiz, that is because the closing date according to the master schedule has already passed, I have made it available for review by students who took the quiz, and you did not complete the quiz so you don't have one to review.

**Book and Paper:** You must read one of the books from the course book list that you have not previously read and write a paper that relates course material to the book. Detailed instructions are provided in “Other Course Documents.” Sections offered during the regular fall and spring semesters may have an opportunity for extra credit and an extension of the due date by taking advantage of the Business Writing Lab or other writing tutoring service. See assignment and grading rubric for more information.

**Simulation Decisions and Rationale:** You will make decisions in a business simulation in which you will compete against your peers (BizCafe). During each period, you will need to make certain business decisions for a fictitious coffee shop. Your shop will be competing against the others in the class to determine your respective levels of success.

- **PRACTICE:** For several days, the simulation is in Benchmarking mode and allows you to play three periods, make all the decisions, advance to the next period, and even restart it up to 99 times.

- **COMPETITION:** After that time, the game will be put into competitive mode and you'll have specific dates/times by which you must enter your decisions. You may also see this referred to as "Team" mode, although you'll be a team of one. Because it's competitive, the game will be automatically moved forward to the next period so that everyone knows how he or she is doing relative to everyone else. There's no going back. If you fail to enter decisions, defaults will be used and you'll need to live with the results and corresponding grade.
- **GRADING:** Grading is based on two components, the first of which is mostly objective and the second of which is somewhat subjective:
  - Performance relative to your classmates in terms of net income, customer satisfaction, and brand awareness (3 points each for a total of 9 points).
  - A written explanation of the sound reasoning that you used to determine each input of each period. Be substantive and specific (11 points).
- Your lowest simulation grade will be dropped from the final semester grade computation.

**Proctored Comprehensive Exam** (really more of a big quiz): There will be a closed-book, closed-notes proctored exam that covers all the course material. The quiz **must be taken during the "Proctored Exam Window" shown on the master schedule with an approved proctor that can give the quiz through our lockdown browser.** This is not a "Due" date, so it can be taken from 12:01 a.m. on the first day through 11:59 PM on the last day shown. You are responsible for arranging that proctor and the proctor may charge a fee for that service. I will offer a single free administration in Stillwater with a qualified proctor that you may take if you are available at that time. If you intend to use any other proctor, you must work with the distance learning office to assure that your proctor is qualified and that the exam access information is made available to that person. I strongly **recommend NOT using University Testing Service.** During the multiple recent major exam periods, students using UTS experienced instances of D2L freezing that required rebooting and lost exam time – **use that location at your own risk.** Although most questions from module quizzes will not be on the final exam, they will be representative of what you should expect.

**Book Presentation** (Bonus Credit): You may create a presentation on the same topic as your paper. Detailed instructions will be provided separately.

### **Make-up Policy and Late Submissions**

Students are expected to take the final exam during the "Proctored Exam Window" given in the master schedule. Each assignment is expected to be submitted by noon on the DUE date. Please consider the course schedule, other classes that you have, and outside commitments while there is still sufficient time to drop the course. Realize that each OSU credit hour you take has an expected time commitment of approximately 40 hours to be very successful. Therefore, you should plan on 120 hours dedicated to this course to be most successful.

Assignments have a DUE date posted or announced. You are expected to complete and submit the work by noon Oklahoma time on the due date. I understand, however, that

sometimes “life happens.” If necessary, you may complete and/or submit the work without penalty not later than noon on the next calendar day to accommodate systems being down, illnesses, dog eating your notes, and any hurdles that the distance learning environment may pose. All personal, family, technical, mechanical, and any other problems that occur in that grace day are entirely at your risk, even if OSU’s D2L system were to break down. Absolutely no submission will be accepted after this grace day – 12:01 PM after the grace day is insufficient. Assignments that are marked CLOSE on the Master Schedule, if any, must be submitted by noon on the posted date. The “Proctored Exam Window” does not have any grace period – the exam may be taken from midnight on the first day of the Window through 11:59 PM on the last day shown in the window.

If you have a significant unavoidable event such as being deployed to a war zone, being admitted to a hospital, or a death in your immediate family that you expect to delay submission of an assignment until beyond the grace day or CLOSE date, it may be possible to arrange an small extension, as long as the request is made well before the DUE date/time (not the grace day). No extension will be granted for any reason on the grace day because the assignment should have been submitted by the prior day.

**DO Not rely** on DUE dates shown on D2L’s “Upcoming Events” or “Course Schedule”. Those resources will sometimes show the CLOSE date as a DUE date. The official dates are always those shown on the MASTER SCHEDULE. On very rare occasions we may be forced to delay a due date. If that occurs, we will announce in by e-mail, video announcement, or discussion forum posting. The revised due date will always be later than the original date.

### **Instructor Response**

All questions except those about individual grades should be posted to discussion forums. We review those forums multiple times daily and about once per day on the weekend. Questions properly posted to those discussion boards will normally be answered within eight business hours during Monday-Friday, but usually much sooner.

### **E-Mail:**

The subject line of all e-mails should start with **BADM1103 . 513**. Follow that with the subject of your message.

Questions of a more personal nature should be sent to **weiser-dl@okstate.edu**. We will respond to those questions within two business days during Monday-Friday, but usually much sooner. Class-related messages sent to the personal e-mail addresses of the instructor or class assistants will eventually be answered, but it may take several weeks.

Students can expect grades for most assignments to be posted to the Gradebook in Desire2Learn within four business days of the closing date for the assignment. Larger assignments, such as the final exam and paper may take a week or more to post.

### **University Policy**

### Special deadlines for short courses

As of the first writing of this syllabus, important official dates for this class include:

- 1/26/2015: Official Start Date
- 1/28/2015: Last Drop with 100% refund
- 1/29/2015: Last Drop with 50% refund (advisor signature required)
- 3/2/2015: Last Drop date with a “W” (advisor signature required)

Dates may occasionally be revised and you are responsible for the current information that can be found at: <http://registrar.okstate.edu/SIO-Schedule>

Syllabus Attachment with lots of good university information is available for download from:

<http://academicaffairs.okstate.edu/faculty-a-staff>

### Academic Integrity

Oklahoma State University is committed to the maintenance of the highest standards of integrity and ethical conduct of its members. This level of ethical behavior and integrity will be maintained in this course. Participating in a behavior that violates academic integrity (e.g., unauthorized collaboration, plagiarism, multiple submissions, cheating on examinations, fabricating information, helping another person cheat, unauthorized advance access to examinations, altering or destroying the work of others, and fraudulently altering academic records) will result in your being sanctioned. Violations may subject you to disciplinary action including the following: receiving a failing grade on an assignment, examination or course, receiving a notation of a violation of academic integrity on your transcript (F!), and being suspended from the University. You have the right to appeal the charge. Contact the Office of Academic Affairs, 101 Whitehurst, 405-744-5627, <http://academicintegrity.okstate.edu/>. An important note is that re-using your own materials that were submitted to another class without prior permission of the instructor from the later class(es) is considered a breach of academic integrity.

### Accessibility

Any student in this course who has a disability that may prevent him or her from fully demonstrating his or her abilities should contact the instructor as soon as possible, but not later than the end of the first week of class, so we can discuss accommodations necessary to ensure full participation and facilitate your educational opportunity. For more information about OSU Student Disability Services, please go to: <http://sds.okstate.edu>.

### **Course Schedule**

A detailed MASTER SCHEDULE is posted in Desire2Learn. This is the only official source for assignment due dates. Do not rely on dates shown in the quiz or dropbox areas.



## Netiquette Guidelines

A melding of the words "network" and "etiquette", **netiquette** refers to the manner in which communication is conveyed in an electronic environment.

Here are some guidelines for communication within this course:

- REFRAIN FROM USING ALL CAPS. It is considered SHOUTING when communicating online.
- Do not post or forward offensive or racially insensitive jokes or comments.
- Be careful with humor and sarcasm.
- Don't respond to personal attacks: Contact the instructor for action and referral.
- Always add in the subject line a concise statement describing the email or discussion post.
- Respect others' opinions. If you disagree with what another has said, post your thoughts in an objective, respectful manner. Do not make remarks that can be taken personally.
- Reflect upon the text you have entered before posting.
- Keep the discussion within the scope of the course material.
- Communication should be grammatically correct. Adhere to correct sentence structure, grammar, and spelling conventions. Proofread for errors before posting a message.
- Before you respond to a threaded message, read all the messages related to that message that have been previously posted.
- Send out an email to a group using the blind carbon copy field – BCC does not allow your recipients to view who was sent the email.