

Linn-Benton Community College
BA 101B: BUSINESS ANALYTICS (3 Credits)
CRN 43800 Spring 2022 - Online

Instructor: Julie Lindsey

OFFICE HOURS (Online, set appointment)

Office: Online

Phone: 541-554-8285

Wednesdays: 6:15p-8:15p

Email: lindsej@linnbenton.edu

OFFICE HOURS: Office hours are available if you have questions. However, office hours are not a replacement for class lab. If you have questions on your homework or want to see how something is calculated, you are required to attend class lab. If you need to set a meeting with me for office hours, please email me with your request to schedule an appointment.

EMAIL: Email is the best method of communication. Emails need to be sent need within a reasonable timeframe, i.e. business days/hours, allowing reasonable time to response. If you email me, please title the email: EXCEL OR BA101b. Be specific with your questions and attach your file if you are asking a homework question.

REQUIRED TEXT, INTEGRATED ENROLLMENTS, AND MATERIAL:

- 1) Online textbook is located on Moodle, Linn-Benton Community College Learning Management System (LMS) under Student Resources, you will be using it every week in class.
- 2) For a free Office365 downloads, visit: [Office.com/GetOffice365](https://www.office.com/GetOffice365)
- 3) Access [Smartsims.com](https://www.smartsims.com) and select “MikesBikes Intro” for an overview of the business simulation element of the course. The MikesBikes simulation teaches the key concepts of business as student teams run their own company in a competitive environment. The cost of this required simulation is ~\$49. You are required to remit payment directly to Smartsims by the second-class session.
- 4) For Extra Help/Resources access <http://www.gcflearnfree.org/> and select “Microsoft Office” for an overview of GCF’s online tutorials. Students will be able to complete a comprehensive Excel tutorial (at no cost) in either a) The online class directly through GCF, or b) The “self-paced” version of the same tutorials and assignments through the BA101b. Anyone can access and view GCF tutorials at any time without prior account established or registration necessary. For a free Office365 downloads, visit: [Office.com/GetOffice365](https://www.office.com/GetOffice365)

COURSE DESCRIPTION:

This is the second course in a two-course sequence. The class will introduce and apply technical skills around beginning and managing a small business, including spreadsheets and the use of charts and graphs. Class includes reflection and discussion within a team environment of the application of concepts to a real-world example. The class requires teamwork and collaboration to be exercised in completing a group term project. Finally, class covers application of financial, legal, and administrative procedures in running a business.

PREREQUISITE: BA 101A Business Foundations, with a minimum “C” grade

COURSE OBJECTIVES:

Students will:

1. Represent business models in spreadsheets including preparation of charts and graphs.
2. Apply key business activities and the primary concepts and terms associated with these activities
3. Manage a business interacting with the external environment (through simulation software) and describe how this interaction impacts both business and the external environment
4. Implement the financial, legal, and administrative procedures involved in starting new business ventures
5. Identify ethical issues facing businesses
6. Effectively collaborate with team members and communicate professionally

EVALUATING STUDENT LEARNING:

Section and Apply Your Skills Assignments*	190 Points
Excel Numbered Assignments & Introduction Assignments	120 Points
Single Player MikesBikes	50 Points
Multi-Player MikesBikes (Plan and Years 1-7)	90 Points
MikesBikes Presentation	30 Points
MikesBikes Peer Review	15 Points
Quizzes	60 Points
Exams (5)	<u>100 Points</u>
	TOTAL 655 Points

Note: Six absences (meaning – missing participation and missing assignment upload dates) shall result in an automatic course grade of “F” for material non-participation.

***Note, I am working on combining some of these. However, the point value will remain the same.**

GRADING:

This class is graded “A” through “F”. Letter grades will be assigned according to the following table:

A 90-100% of total possible points

B 80-89%

C 70-79%

D 60-69%

F Below 60%

Note: Regular attendance is an essential element of your success in BA 101b and is a key component of the simulation exercise. For this project, attendance will be taken based on participation in the weekly team assignments. Every absence diminishes the quality of the final Business Simulation Competition (MikesBikes) and Business Simulation Presentation Assignment. To pass class, you are required to participate in this simulation exercise. It is important that you stay active each week during the term. Additionally, each student is expected to assume responsibility for their fair share of the decision input and documentation assignments in the Business Simulation Competition (MikesBikes). At the end of this project, each student will complete an anonymous evaluation of their group peers.

Students who will not be able to successfully complete this course should withdraw prior to the end of the seventh (7th) week of the term to avoid receiving a failing grade.

QUIZZES:

A quiz will be given on each section via Moodle. All registered students have automatic access to Moodle. A missed quiz may not be made up. **Late assignments will not be accepted.**

BUSINESS SIMULATION COMPETITION (MIKESBIKES):

The MikesBikes simulation teaches the key concepts of business as student teams run an established company in a competitive environment. Following an orientation to the MikesBikes online simulation, students will spend week 2 in the “single player” mode, where you will gain familiarity with the decisions required, and the impact of those decisions; as you compete against a computerized competitor. During this time your instructor will be monitoring your log-in activity as well as your performance. You are required to do a minimum of 8 rollovers in the single player mode.

In Week 3, students will be assigned to “leadership teams” of ~3 to 4 members and your company begins competing in the “Multi-player” mode vs. other student-led companies. Every effort will be made by your instructor to create balanced teams, based on each class member’s performance during the single-player period. Your success will be assessed on the basis of your

firm's ending shareholder value, as ranked against each of the other teams. Weekly, teams will document important milestones including current year decisions, a review of the previous week's decisions, team activities for the week, and thoughts on future strategic plans for the company.

Project responsibilities include weekly meetings, rollovers (weeks 3 – 9), documentation of activities, and creation of team presentation. Because we are online this term, we will not actually present the presentation but each team is required to submit the presentation in week 10. Please note: the presentation should be comprehensive and include at least a title slide, overview of the company's strategic plan, then one slide highlighting each year's decisions (7 total), and a closing slide. Details of the presentation will be posted shortly.

EXCEL ASSIGNMENTS:

The use of spreadsheets has become a universal element of work in any endeavor. Where spreadsheets were once the sole domain of accountants and engineers, employees in every area of specialization (Operations, Marketing, Management, Human Resources, IT, Production, Finance, & Accounting) are expected to be use Excel including, manipulating data, calculating outcomes, and effectively communicating results.

The Excel exercises integrated into this course were selected from numerous tutorials for their clarity, quality, ease of use, and accessibility. **The OER aka online textbook** is free of charge and teaches you how basic use of Microsoft Excel in a business setting. When you are ready to begin: access, download, **rename (do this by adding your last name to the beginning of the file name)**, and save each “Starting Sheet” (if available) and the “Instructions” for each Excel assignment from the course Moodle site. Upon completion, submit your assignment on Moodle for evaluation. **Late assignments will not be accepted.**

EXCEL SECTION ASSIGNMENTS:

Section assignments allow you to apply your skills to real world situations in business and toward personal finances. These assignments will take the skills you learn from the book and teach you how to use Microsoft Excel to make your life more efficient. **Late assignments will not be accepted.**

EXAMS:

The exams are to show your mastery levels from doing the assignments. The external workforce values accuracy when using Excel, these exams will prep your skill sets to make you valuable in the workforce. Note, the exams do not contain step-by-step instructions and are created to see if you have retained skills to repeat learned steps and formulas. **Late assignments will not be accepted.**

SPECIAL ACCOMMODATIONS:

You should meet with your instructor during the first week of class if:

You have a documented disability and need accommodations,

Your instructor needs to know medical information about you, or

You need special arrangements in the event of an emergency.

If you have not accessed services and think you may need them, please contact the LBCC Center for Accessibility Resources office at 541-917-4789.

LBCC COMPREHENSIVE STATEMENT OF NONDISCRIMINATION

LBCC prohibits unlawful discrimination based on race, color, religion, ethnicity, use of native language, national origin, sex, sexual orientation, marital status, disability, veteran status, age, or any other status protected under applicable federal, state, or local laws.

(For further information <http://po.linnbenton.edu/BPsandARs/>)

PROPOSED COURSE SCHEDULE:
(ALL ACTIVITIES ARE DUE MONDAYS (of the following week)
at 11:55pm VIA MOODLE)

- Week 1: Class Introduction exercise, Class Introduction Forum, Excel Assignment #1, Excel Section 1: Assignment 1, and Quiz 1
- Week 2: Excel Assignment #3, Excel Section 1: Assignments 2 & Apply Skills, Quiz 2, and *MikesBikes Single Player*
- Week 3 **Exam #1**, Excel Assignment #4, Quiz 3, *Year 1: Multi-Player MikesBikes Team Plan*, and *MikesBikes Rollover #1*
- Week 4 Excel Assignment #5, Excel Section 2: Assignment 1 & 2, Applied Skills 1 & 2, Quiz 4, and *Year 2: Multi-Player MikesBikes Rollover #2*
- Week 5 **Exam #2**, Excel Assignment #6 & #7, and *Year 3: Multi-Player MikesBikes Rollover #3*
- Week 6 Excel Section 3: Assignment 1, 2, 3, & 4, Quiz 5, and *Year 4: Multi-Player MikesBikes Rollover #4*
- Week 7 **Exam #3**, Excel Assignment #8, and *Year 5: Multi-Player MikesBikes Rollover #5*
- Week 8 Excel assignment #9, Excel Section 4: Assignment 1, 2, & 3, Quiz 6, and *Year 6: Multi-Player MikesBikes Rollover #6*
- Week 9 **Exam #4**, Excel Section 4: Apply Skills 1 & 2, *Year 7: Multi-Player MikesBikes Rollover #7*, and *MikesBikes Peer Evaluations*
- Week 10/11 **Exam #5 (Final Exam not comprehensive)**, Excel Assignment #10, Assignment: 1, 2, & 3, and *MikesBikes Presentation*