

BA 101B: BUSINESS ANALYTICS (3 Credits)
CRN 26958
Linn-Benton Community College – Fall 2021
REMOTE

Instructor: Julie Lindsey

OFFICE HOURS (Online, set appointment)

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Thurs: 5:30p-7:30p

Open Lab: Wed 6:00p – 8:00p

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 Assignments	190 Points
Excel/Introduction Assignments (formally in-class Assignments)	120 Points
Single Player MikesBikes	50 Points
Multi-Player MikesBikes	80 Points
MikesBikes Peer Evaluation	25 Points
Quizzes	60 Points
Exams (5)	<u>130 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.

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: Punctual, regular attendance is an essential element of your success in BA 101b. Attendance will be taken by weekly online participation, as students will be involved in an

ongoing Business Simulation Competition (MikesBikes) for most of the course. Every absence diminishes the quality of the final Business Simulation Competition (MikesBikes) and Business Simulation Writing Assignment. To pass class, you are required to participate in this simulation exercise.

Additionally, each student is expected to assume responsibility for their fair share of the decision input in the Business Simulation Competition and Business Simulation Paper. As part of the process, each student will complete an anonymous evaluation of their group peers, assigning a point grade to each member, which will be used to calculate the final class grade.

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.

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 the first 2 weeks of this course 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.

At the end of Week 2, students will be assigned to “leadership teams” of ~3 to 4 members, as 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. Within each group, up to 25 points will be awarded to each group member via **peer evaluations** prepared by the members of each respective leadership team. Peer evaluations will be prepared and submitted to the Instructor anonymously immediately following your eighth (final) rollover. The authorship of all peer evaluations will remain confidential. Similar to the Group Business Plan Project, perfect attendance and full participation by each student will be an important determinant of your success.

Additionally, under the multi-player mode, each team will be making decisions weekly based on your business acumen. Each Team will be required to **submit a 300 word, appropriately**

formatted, response to how you made your MikesBikes decisions, you will be graded on detail, grammar, and punctuation.

EXCEL ASSIGNMENTS:

The use of spreadsheets has become a ubiquitous 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 have facility using Excel, manipulating data, and using Excel to communicate effectively in a business environment.

The Excel exercises integrated into this course was selected from numerous tutorials for its clarity, quality, ease of use, and accessibility. The OER aka online textbook is free of charge and teaches you how to be successful with Microsoft Excel. When you are ready to begin, access, download, **rename**, and save each “Starting Sheet” and “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.

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.

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 at 11:55pm VIA MOODLE)

- Week 1: Class Introduction exercise. Get familiar with MikesBikes simulation.
Excel Assignment #1, Excel Section 1: Assignment 1, and Quiz 1
- Week 2: Excel Assignment #3, Quiz 2, Excel Section 1: Assignments 2 & Apply Skills,
and MikesBikes Single Player due Monday at 11:59p
- Week 3 **Exam #1**, Excel Assignment #4, Quiz 3,
Year 1: Multi-Player MikesBikes Assignment, and MikesBikes Rollover #1 due
Monday at 11:59PM
- Week 4 Excel Assignment #5, Quiz 4, Excel Section 2: Assignment 1 & 2,
Applied Skills 1 & 2, Year 2: Multi-Player MikesBikes Assignment, and
MikesBikes Rollover #2 at Monday at 11:59PM
- Week 5 Excel Assignment #6 & #7, Year 3: Multi-Player MikesBikes Assignment, and
MikesBikes Rollover #3 due on Monday at 11:59PM
- Week 6 **Exam #2**, Excel Section 3: Assignment 1, 2, 3, & 4, Quiz 5, Year 4: Multi-Player
MikesBikes Assignment, and MikesBikes Rollover #4 due Monday at 11:59PM
- Week 7 **Exam #3**, Excel Assignment #8, Year 5: Multi-Player MikesBikes Assignment
and MikesBikes Rollover #5 due Monday at 11:59PM
- Week 8 Excel assignment #9, Excel Section 4: Assignment 1, 2, & 3, Quiz 6, Year 6:
Multi-Player MikesBikes Assignment, and MikesBikes Rollover #6 due Monday
at 11:59PM
- Week 9 **Exam #4**, Excel Section 4: Apply Skills 1 & 2, Year 7: Multi-Player MikesBikes
Assignment MikesBikes Rollover #7 due Monday at 11:59PM
- Week 10 Excel Assignment #10, Assignment: 1, 2, & 3, MikesBikes Peer Evaluations
- Week 11 **Exam #5 (Final Exam)**