

SYLLABUS: MIE 501¹ - Strategic Management Foundations

Course Description:

This course provides a basic introduction to the components of business, but its larger goal is to help graduate level engineering students be more effective when they begin their careers.

A message which is delivered throughout the course is, “You will be effective only if you are able to communicate what you have done with others and if you are able to understand what they may be asking of you. The others almost certainly will not have expertise in your field, so you must be able to communicate using terms they understand”.

A large part of the course is focused on helping students understand the non-deterministic nature of most business discussions and activities. It also introduces students to the environment where all participants may appear to agree to an answer/approach, only later to determine that the participants had different understandings of what that answer/approach was. The students are not asked to abandon their deterministic thought process or methodology: They only are asked to recognize that they also have to be able to work effectively in the more typical business environment.

Another message delivered throughout the course is that it does not require extensive knowledge in another discipline to effectively communicate with a person in that discipline: Just understanding the basics—and, more importantly *appreciating* why those basics are important to that discipline—will help you build a bridge to a person in that discipline and effectively work with the person.

The course will cover key business functions including finance, marketing, operations, strategy, and organizational behavior. Students will undertake a semester-long team project to design and plan for a product in a new company or new product within an existing company.

Note that this course is *not* an MBA program condensed into one semester. It also is not a test of how well you can calculate (finance, market analysis, payroll, etc): I expect that you already have calculation skills due to your background.

Prerequisites:

This course is designed for students with an engineering, technical, or scientific undergraduate degree. However, students with other degrees are welcome and have been equally successful in the course. Prior job experience is not required. You may *not* enroll if Business (including MBA) is or was your Major or your Minor.

¹ This Syllabus is used for both sections of MIE 501 (MIE 501-601 and MIE 501-602).

Student Learning Outcomes:

The class will include:

1. Information about the key components present in a business, such as finance, marketing, operations, strategy, organizational behavior.
2. Class discussions to better understand how these components work and how they interact with each other and with the outside world.
3. A semester-long group project to design and plan for a product or service in a new company or new product or service within an existing company.
4. An opportunity to learn how businesses think, which is considerably different from the style of systematic thinking and problem-solving typical in the engineering disciplines.

Required course materials:

Text: “Business Foundations: A Changing World”, 13th edition, Ferrell, Hirt, Ferrell. McGraw Hill 2023. You may also use NCSU’s “All-In” program or other e-book version of the text: You may find that the e-book versions’ page numbers do not match those in the planned Course Schedule, but the Topic names match.

Periodical: Subscribe to the “Wall Street Journal”, which offers special student rates. There will also be one or more outside readings and/or research required for each class session: This will be assigned no later than the prior class session.

Webcam: Your computing device will need the ability to capture video and sound (Almost all laptops and tablets already include these capabilities). Alternatively, you can purchase an external webcam with microphone for as little as \$20-25.

Instructor:

Peter Janca, pcjanca@ncsu.edu,
Nelson Hall 1350, 919-271-5265

Communication Policy:

- I strive to communicate with the entire class at least twice a week.
- Please post questions about course topics in Yellowdig. If you know the answer to a question that a classmate has posted, please let your classmates benefit from your knowledge. I will check this forum often and respond to unanswered questions.
- Send questions about personal topics, such as grades or emergencies, directly to me via email. I strive to respond to all emails within 2 days, but usually much sooner.
- I try to provide grades and feedback within 1 week of the due date. If I anticipate it may take more than 1 week, I will notify you via Announcements.

Expectations:

The course requires learning from books, references, participation, and team project result. Although there is no weekly in-class meeting, I expect you to stay current by viewing each recorded video lecture during the week it becomes available, and by participating in your group and other assigned activities and assignments.

You need to let me know if you have special needs or are otherwise having difficulty in class. For example, I realize that English is a second language for many students so please contact me if you are having difficulty and I will try to adjust to meet your needs.

It is up to you to contact me about any situation which would keep you from getting preparation done. I realize that an emergency situation can happen to any of us, and promise to listen and help meet your needs. In most cases, I expect you to figure out a way to work around the problem in a way that it does not affect your work in the class.

Course Delivery and Structure:

This is an asynchronous course with one exception: You will be assigned to a project group which will meet weekly (on Zoom) on a day and time that the team selects. I will provide more information about this after the beginning of the semester. The group will develop and present its result at the end of the semester.

The course is treated as if it were a single, 3 hour lecture per week presented on a Monday. Each lecture (Module) usually covers a single topic (see Topic Schedule later in this Syllabus). The weekly lecture is recorded and is available no later than Tuesday. We will follow the University calendar, so there will be no lecture for any Monday when the University is closed.

The Moodle course page is organized by topic (called, “Module” in Moodle). Each Module also includes relevant assignment information, drop box(es) for homework, and/or reports due that week.

Grading:

There are four components to the final grade. They are summarized here, and more detail will be provided during the class lectures.

<u>Component</u>	<u>%Grade</u>	<u>Numeric points</u>
Class participation	25%	250 possible points
Team project	25%	250 possible points
Examination results	30%	300 possible points (mid-term=100, final=200)
Short papers	<u>20%</u>	<u>200 possible points (paper 1=60, paper 2=60, paper 3=80)</u>
Total	100%	1000 total possible points

Class participation grading:

Up to 200 points come from your engagement with others in the class. We will be using Yellowdig, which is a collaborative discussion application. Up to 50 points come from the

quality of the reviews you provide to presentations from other teams and from other reviews. Class contributions are not graded based on knowing the “right” answer. There are often multiple ways of addressing a question or problem: I want to see that you are thinking about the problem and are listening to what others say as you present your ideas.

Team project grading:

Shortly after the semester begins, you will be assigned to a 6-7 person group. Each group’s objective is to develop an idea for a new product or service, take the steps needed during the semester to develop this into a final proposal to be presented to potential “investors” (“Investors” are volunteers from industry with experience evaluating such proposals).

To the extent possible within those registered in the class, each group will have a mix of US and international students, genders, and academic disciplines. The intent is to replicate the environment you will encounter in your career, where people are pulled together from different departments (and sometimes different companies) to work together to solve some problem.

The grade is earned by the group, so each group member receives the same group score. (The exception would be if a group member consistently does not contribute to doing the project).

Examination results grading:

These will come from two exams. Both will use the Moodle quiz function.

1. Mid-term exam = 100 points. (closed book).
2. Final exam = 200 points. (closed book). This will cover the entire course.

Short Papers grading:

There are 3 assigned short papers: These must be submitted to the drop box on the Moodle course page by 11:59pm (2359) on the due date. Submissions must be in Microsoft Word format or compatible (**no .pdf format, no Apple .pages format**). A typical paper will require about 1000 words: If you are below about 900 words, you need to add more. If above about 1200 words, you need to cut out some material. A paper will be accepted up to one week late, with a reduced grade (For example, a B+ becomes a B).

Short papers are marked with a letter grade. This is then converted to a numeric score for inclusion with other course results. Here is the conversion table:

Paper Grade	A+ points	A points	A- points	B+ points	B points	B- points	C+ points	C points	C- points
Paper 1	60	57	55	53	51	49	47	45	43
Paper 2	60	57	55	53	51	49	47	45	43
Paper 3	80	76	73	71	68	65	63	60	57

Course Final Grade (Total possible points = 1000):

The points from all four course components will be added together and the final grade will be determined from this table:

A+ = 970-1000	B = 870-899	C+ = 770-799	D+ = 670-699
A = 930-969	B = 830-869	C = 730-769	D = 630-669
A- = 900-929	B- = 800-829	C- = 700-729	D- = 600-629

This course follows the University's grading regulations which are found here: [Grades and Grade Point Average](#). This section also covers the IN (Incomplete) grade procedure.

Office Hours and Communications:

I hold virtual Office Hours on Monday afternoons by appointment only: I will do my best to be flexible if you need another day/time. You also may reach me via email or phone—email is preferred. I promise to get back to you within two working days.

If you have a question which relates to a course topic or assignment, I recommend that you post it on Yellowdig. I have found that often another student(s) will contribute a comment or answer faster than I could do so. This approach also more readily shares the information with your classmates. Note: If you have a question, it is likely that others may have the same question, so using Yellowdig helps them as well.

There also will be a **Group Check-in** using Zoom each Friday at noon: Each group will send one representative to the **Check-in** to provide a short report covering the group's progress and future plans. The session can also be used to raise questions and / or discuss problems the group may be encountering. Each group's report only requires a few minutes, and the group representative can leave after reporting or can stay as long as desired to hear other group reports.

Attendance:

As an asynchronous distance learning class, there is no assigned period for you to be in a classroom. However, you are expected to stay current with the readings, lectures, and assignments. You also are expected to participate in each week's group meeting.

Privacy:

During certain course activities (such as presentations, meetings, Yellowdig contributions, email), students will be identifiable to others (by image, name, email address). All students are expected to respect the privacy of others by not sharing or using such information outside of the course.

Please be advised that you will be recording team presentations and viewing presentations done by other teams. This course is being recorded for current and potential future educational purposes. Please contact me if you object to being recorded. Unless you notify me and other arrangements are made, you are providing your permission to be recorded.

BUS 501 Topic Schedule—Fall 2023

Planned course schedule (may be updated during the semester). Except for exams, the date shown is when the presentation slides and recorded video will be available by 9:00pm (2100). The page numbers are for the printed version of the text. Electronic versions of the text may have different page numbers or no page numbers, but the Topic will be the same.

<u>Session</u>	<u>Topic</u>	<u>Assignments-due by 1800 (6pm) on date shown</u>
<u>Module 1:</u> August 21 st	Introduction	Text: Chapters 1, 3 (1-35, 72-105)
<u>Module 2:</u> August 28 th	Marketing-Part 1 Product Management /Lifecycle	Levitt, “Marketing Myopia”
September 4 th	University Holiday—no class	
<u>Module 3:</u> September 11 th	Starting and growing a business	Text: Chapters 4, 5(106-171).
<u>Module 4:</u> September 18 th	The nature of management	Text: Chapters 6, 7 (172-233), Short Paper
<u>Module 5:</u> September 25 th	Operations	Text: Chapter 8 (234-271)
<u>Module 6A:</u> September 26 th to October 2 nd **	Concept Presentations	Teams present Concept plans
<u>Module 6B:</u> October 3 rd to October 6 th	Presentation reviews	Review and critique each assigned group’s presentation.
October 9 th	Fall Break—no class	
<u>Module 7A:</u> October 11 th to October 16 th ***	Mid-term examination, Guest lecture—law—	Text: Bonus chapter A (538-559)
<u>Module 7B:</u> October 16 th		Short Paper
<u>Module 8:</u> October 23 rd	Managing human resources	Text: Chapters 9, 10 (272-335)
<u>Module 9:</u> October 30 th	Marketing part 2	Text: Chapters 11, 12 (336-403)
<u>Module 10:</u> November 6 th	Digital marketing, Accounting	Text: Chapters 13, 14 (404-475)
<u>Module 11:</u> November 13 th	Finance	Text: Chapters 15, 16 (476-537), Short Paper
<u>Module 12A:</u> November 14 th to November 21 st **	Final Presentations—Plan	Teams record final Plan presentations
<u>Module 12B:</u> November 27 th to November 29 th	Presentation reviews	Review and critique each assigned group’s presentation.
<u>Module 12C:</u> November 30 th to <u>December 1st</u>	Group reviews	Review contributions of all group members
<u>Module 13:</u> December 4 th	Business ethics	Text: Chapter 2 (36-71)
December 7 th to December 11 th ***	Final Examination	
**Your team selects a date in this range to record its presentation		
***You must schedule a day/time with Delta within this range. Mid-term is one hour. Final Examination is two hours. See Local Testing and Remote Testing topics in this Syllabus.		

Local Testing

Students in the Raleigh area will need to review the information on the [On-Campus Testing – Testing Services \(ncsu.edu\)](#) page. Please note that all testing is done by appointment. It is the student’s responsibility to arrive with enough time to complete their exams by the posted closing times for the Testing Center.

Remote Testing

Students who live more than 50 miles from campus can elect to use a remote proctor. Review instructions on the [Off-Campus Testing – Testing Services \(ncsu.edu\)](#) page for how to submit remote proctor requests, deadlines for submissions and other important information.

Course Evaluation:

You will have an opportunity to evaluate this class at the end of the semester. This is voluntary, but I urge you to do so. All evaluations are confidential: I will never know how any one student responded to any question, but I do find any feedback quite helpful for future course preparation.

Students With Disabilities:

Reasonable accommodations will be made for students with verifiable disabilities. In order to take advantage of available accommodations, students must register with the [Disability Resource Office](#) at Holmes Hall, Suite 304, 2751 Cates Avenue, Campus Box 7509, 919-515-7653. For more information on NC State’s policy on working with students with disabilities, please see the [Academic Accommodations for Students with Disabilities Regulation \(NCSU REG 02.20.01\)](#).

Academic Integrity and Honesty:

Students are required to comply with the university policy on academic integrity found in the [Code of Student Conduct \(NCSU POL 11.35.01\)](#). When you turn in any homework, exam, or group project, you are committing to the Pack Pledge, “I have neither given nor received unauthorized aid on this test or assignment.”

Please refer to the [Academic Integrity](#) web page for a detailed explanation of the University’s policies on academic integrity and some of the common understandings related to those policies. Violations of academic integrity will be handled in accordance with the Student Discipline Procedures ([NCSU REG 11.35.02](#)).

It is ethically important to give credit to the author(s) of any information you incorporate into your work. Failing to do so is called “plagiarism”, which also is prohibited by University policy. As the University defines it, plagiarism is the “use or close imitation of the language and thoughts of another and the representation of the other’s work as their own.” In your written work you must ensure that “any ideas or materials taken from another source for either written or oral [are]

fully and correctly acknowledged” (POL11.35.01, 8.4). <http://policies.ncsu.edu/policy/pol-11-35-01>. NOTE: This does NOT mean that you should avoid relying on or incorporating the work of others in your work: It DOES mean that you must properly acknowledge the source whenever you do so.

Here is a 2+ minute video which you may find helpful:

<http://www.commoncraft.com/video/plagiarism>. Please note that plagiarism has not been a problem in this course, but I am including this link to be sure that everyone has a clear understanding.

Turnitin:

Some assignments in this course will be analyzed by [Turnitin](#). Turnitin generates a report on the originality of your writing by comparing it with a database of periodicals, books, online content, student papers, and other published work. This report can help discern when you are using sources fairly, citing properly, and paraphrasing effectively—skills essential to all academic work.

Anti-Discrimination Statement:

Discrimination or harassment based on race, color, religion, sex, national origin, age, disability, gender identity, genetic information, sexual orientation, or veteran status, is a violation of state and federal law and/or NC State University policy and will not be tolerated. NC State’s policies and regulations covering discrimination, harassment, and retaliation may be accessed here: [Non-Discrimination – Policies, Regulations & Rules \(ncsu.edu\)](#). Any person who feels they’ve suffered prohibited discrimination, harassment, or retaliation should contact the [Office for Institutional Equity and Diversity | NC State University \(ncsu.edu\)](#) (OIED) at (919) 515-3148.

Copyright Notice:

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APPENDIX—HEALTH, WELL-BEING, AND OTHER INFORMATION

Health and Well-Being Resources

Everyone is encouraged to [take care of themselves](#) and their peers. If you need additional support, there are many resources on campus to help you:

- Counseling Center ([NCSU Counseling Center](#))
- Student Health Services ([Health Services | Student](#))
- If the personal behavior of a classmate concerns or worries you, either for the classmate's well-being or yours, we encourage you to report this behavior to the NC State CARES team: ([Share a Concern](#)).
- If you or someone you know are experiencing food, housing or financial insecurity, please see the Pack Essentials Program ([Pack Essentials](#)).

Community Standards related to COVID-19

We are all responsible for protecting ourselves and our community. Please see the [community standards](#) and Rule 04.21.01 regarding Personal Safety Requirements Related to COVID-19 [RUL 04.21.01 – Personal Safety Requirements Related to COVID-19 – Policies, Regulations & Rules](#)

Need Help?

If you find yourself in a place where you need help, academically or otherwise, please review these [Step-by-Step Help Topics](#).

Other Important Resources

- **Keep Learning:** [Keep Learning](#)
- **Protect the Pack FAQs:** [Frequently Asked Questions | Protect the Pack](#)
- **NC State Protect the Pack Resources for Students:** [Resources for Students | Protect the Pack](#)
- **Academic Success Center** (tutoring, drop in advising, career and wellness advising): [Academic Success Center](#).
- **NC State Keep Learning, tips for students opting to take courses remotely:** [Keep Learning Tips for Remote Learning](#)
- **Introduction to Zoom for students:** <https://youtu.be/5LbPzzPbYEw>
- **Learning with Moodle, a student's guide to using Moodle:** <https://moodle-projects.wolfware.ncsu.edu/course/view.php?id=226>
- **NC State Libraries** [Technology Lending Program](#)

Technology Requirements:

This course uses the following technologies. In addition to these technologies, you may choose to use additional technologies to complete your assignments or group work. More information and tutorials can be found in our Moodle course site.

Software

- **Moodle** (access via [WolfWare](#)) – the main course website that hosts materials and learning activities, as well as links to additional resources

- Help guide: [Learning with Moodle](#)
- [Moodle Accessibility Statement](#)
- [Moodle Privacy Notice](#)
- [NCSU Privacy Policy](#)
- **[Zoom](#)** – for web conferencing, such as weekly check-ins, office hours, and group meetings
 - [Zoom Help Center](#)
 - [Zoom Accessibility Statement](#)
 - [Zoom Privacy Policy](#)
- **[Adobe Reader](#)** – for reading PDF files
 - [Accessibility Statement](#)
 - [Adobe Privacy Policy](#)
- **[Microsoft Office 365](#)** – for accessing Word, Excel, and PowerPoint files
 - [Accessibility Statement](#)
 - [Microsoft Office Privacy Policy](#)

Tech Support

- [IT Student Resources](#)
- Contact the NC State OIT Help Desk at 919-515-HELP or help@ncsu.edu, or visit the [OIT Help website](#).