



TEXAS A&M UNIVERSITY
SAN ANTONIO

BUAD 3391:600, Business Experiential Learning, Fall 2025

CRN: 11482

Department of Management and Marketing, College of Business

Course Syllabus

Class Meeting Time and Place: online asynchronous
Class Duration: 08/25-12/12
Instructor: Dr. Weixing Ford
Office: BLH 341C
Tel: 210-784-2309
E-Mail: weixing.ford@tamusa.edu
Student emails will receive a reply within two business days.
Course Website: <https://tamusa.blackboard.com/>
Office Hours: M 8:00 am – 11:00 am; 12:15 pm – 3:15 pm;
9:45 pm – 10:45 pm(online)
and by appointment.

Catalog Course Description:

In this course, students will complete an experiential based learning project designed to complement courses within the College of Business. Students will apply and develop business skills.

Prerequisites: Approval of instructor and successful completion of the business prerequisites.

Course Objectives:

The objective of the course is to provide the students an opportunity to work on the real business problems presented by a company or organization. The students will utilize what they have learned from the business courses in the College of Business to solve the problem(s) presented by the business practitioner. This course will demonstrate to the students how to apply the knowledge, theories and methodologies that they have learned in business courses in order to solve real world problems.

Student Learning Outcomes:

After successful completion of this course, students will be able to:

1. Learn about that real world business problems can be complex, ambiguous, versatile, hard to define and involving many factors and dimensions.
2. Learn how to rely on the business theories and systematic business knowledge to identify the nature and fundamental core issues of a real world business problem.
3. Learn how to design an overall strategy to approach the business problem at hand.
4. Learn how to select appropriate business tools and develop creative, implementable and practical ideas, solutions or approaches to solve the business problems.
5. If time allows, execute the suggested solutions.
6. Learn about how to effectively communicate and present the suggested solutions to the business practitioners.

7. Learn how to evaluate the effectiveness and/or assess potential outcome of the suggested business solutions.

AACSB Assessment:

The College of Business is in the process of applying for AACSB accreditation. As part of that process, students will be assessed on program level outcomes based on course outcomes from various courses. The materials from this course may be used for assessing such program level outcomes, and hence students must follow the necessary rigor to ensure mastery of the above course outcomes.

Required Materials:

- **Textbook:** The textbooks of various business courses previously taken.
- **Blackboard:** Connect to <http://tamusa.blackboard.com>. All class announcements will be made through Blackboard and students should monitor this several times a day. However, if students need to contact the instructor, please email the instructor at Weixing.ford@tamusa.edu. Do NOT use Blackboard messaging to contact the instructor.
- **Time:** You are expected to spend 4-8 hours per week for the course. Based on the background, some student may require more time. Time spent may be longer when assignment/exams are due.

Recommended / Reading Materials: Besides reviewing of the textbooks from previous business courses, I also recommend reading Wall Street Journal, The Economist, Business Week and other business publications: these business newspapers and magazines help students be aware of the current macroeconomic factors as well as the industry environment and events, which are closely relevant to any real world business. I also suggest reading peer reviewed academic journals such as Journal of Marketing Research, Journal of Marketing, Marketing Science, Journal of Consumer Research, etc.: these academic publications help the students be equipped with the most cutting edge research techniques and methodologies, which will be very valuable for real world business problem solving.

Grading Policy:

The final course grade will be based on your performance on the following components using respective weights:

Group Project	60%
Individual Sales Tournament	40%
Online Discussion Board	-10% deduction if missing
Total	100%

The final letter grades will be assigned as follows: Above 90% \Rightarrow A; 80 – 89% \Rightarrow B; 70 – 79% \Rightarrow C; 60 – 69% \Rightarrow D; Below 60% \Rightarrow F.

Group Project: There will be real world business problems to be presented to the class, and the students will work in team throughout the semester to solve these business problems. The objective of these group projects is to apply learning in the past business courses to 1) understand a marketing or business problem, 2) identify the nature of the problem, and 3) propose practical solutions to the problem. The final deliverable is a business presentation for each business problem, in which the problem is interpreted and the solutions are proposed. The group projects will be evaluated 1) for its practical values by the business practitioner, who has brought the problem to the class; and 2) for its effective

application of business knowledge and theories by the course instructor. More details of these group projects will be provided in class after the real world business problems have been presented.

Individual Sales Tournament: Students will participate in a real-world individual sales tournament in collaboration with *The Social Being Marketing Agency*. Each student will reach out to local companies and small businesses to solicit marketing services on behalf of the agency. Student performance will be assessed based on effort, communication effectiveness, and overall results. This unique opportunity provides practical exposure to business development and client engagement, preparing students for success in professional sales and marketing careers. Each student will submit a Sales Tournament Log (template posted on Blackboard) at the end of the semester.

Teams: Teams will be randomly assigned on Blackboard AFTER THE CENSUS DAY. The students will collaborate with teammates on the “Groups” platform on Blackboard.

Team Work Evaluation (Optional): Each student will be evaluated by his or her efforts and contributions throughout the group projects. Each student has the option to submit the evaluation of his/her teammates’ teamwork performance for the group project. The teamwork evaluation is optional. Only submit the teamwork evaluation form to report free rider. If everyone in the team has done a great job and taken on fair amount of workload, please do NOT submit teamwork evaluation form.

Class Participation: The students are expected to attend all the scheduled team meetings AND actively participate in the discussions in meetings. A vital part of every student's education is regular attendance of class/team meetings. Any absences tend to lower the quality of a student's work as well as penalize the team performance; and frequent or persistent absences may result in a failing grade. Students are responsible for the materials covered in class. Participation in class discussions and group project activities is mandatory as it is the vital part of students’ individual learning experience as well as the eventual success of the team-based problem-solving outcome. Students are required to ask questions and participate in class discussions and problem solving.

Online Discussion Board: Students will be expected to engage in an online discussion board at least once every month, 1) sharing their thoughts and comments on experiential learning project, or 2) answering one prompt given from the professor related to the experiential learning aspect of the course, or 3) respond to other students’ postings. These discussion boards are meant to challenge students to reflect on their experiential project (both the challenges and the successes). Students are required to submit their discussion record in a Word document (copy and paste their postings in the Discussion Board in this Word document) at the end of the semester before the deadline. Failure to submit this discussion board participation record will result in a **deduction of 10 points** from the final score.

Make up and Late Assignment/exam/quiz policy:

As a general rule, make-ups or late submissions will NOT be offered or accepted for any missed assignments/exams/quizzes. Late submissions or make-ups may be accepted/administered only in extraordinary circumstances such as an excused official university activity, a severe illness, or a dire emergency. However, you must provide comprehensive documentation either before or within a few days of the missed assignment/quiz/exam.

Class conduct and civility code:

Everyone in class is expected to follow all rules in the student handbook, as well as common courtesy during classroom lectures and discussions in class and online, including the following:

1. Attendance may be taken at the beginning or the end of the class.
2. It is the students' responsibility to obtain and be able to use the required materials and software for this class.
3. Student must retain copies of all assignments and graded work for verification purposes. Keep copies of all computer files and e-mails.
4. Talking while the instructor is lecturing is extremely disruptive and discourteous to the instructor and other students.
5. Using computers or phones (except for a valid urgent need) during class for a purpose not related to class is disruptive. All cell phones and gadgets should be turned off and headphones removed.
6. For any questions about the exams and assignments, a student should contact the instructor, before the day they are due, so the instructor may have enough time to provide feedback.
7. All communications will be via e-mail communications to the Texas A&M University e-mail account, and students are expected to use their school provided email account. The instructor will reply to a student e-mail messages within 24 hours during week days (Monday-Friday).
8. All assignment submissions must be uploaded to Blackboard by the due date.

Anyone violating these policies may be subject to disciplinary actions.

Fall 2025 BUAD3391:600 Class Schedule

The provisions and information set forth in the schedule below are intended to be illustrational and not contractual in nature. The instructor reserves the right to amend, alter, change, delete or modify the provisions of the schedule. **Because there is great uncertainty with respect to arranging for guest speaker's visits to classes, the dates for guest speaker's presentation and field study (and therefore the subsequent task schedules) are subject to change.**

<i>Week</i>	<i>Dates</i>	<i>Topic and Activities</i>	<i>Due Mondays 11:59PM</i>
1	Aug 25	Class Orientation through Blackboard postings and announcements	
2	Sep 1	Labor day no class	
3	Sep 8	Business Partner Presentation via ZOOM (see Blackboard Announcement for ZOOM link) The Social Being Marketing Agency	
4	Sep 15	Individual Sales Tournament Instructor- student meeting	
5	Sep 22	Individual Sales Tournament	

		Instructor- student meeting	Online Discussion Board Posting
6	Sep 29	Individual Sales Tournament Instructor- student meeting	
7	Oct 6	Individual Sales Tournament Team Work: Project solutions Instructor-team meetings	
8	Oct 13	Individual Sales Tournament Team Work: Project solutions Instructor-team meetings	
9	Oct 20	Individual Sales Tournament Team Work: Project solutions Instructor-team meetings	Online Discussion Board Posting
10	Oct 27	Individual Sales Tournament Team Work: Project solutions Instructor-team meetings	
11	Nov 3	Individual Sales Tournament Team Work: Project solutions Instructor-team meetings	
12	Nov 10	Individual Sales Tournament Team Work: Project solutions Instructor-team meetings	Online Discussion Board Posting

13	Nov 17	Individual Sales Tournament Team Work: Project solutions Instructor-team meetings Thanksgiving holiday week	
14	Nov 24	Individual Sales Tournament Team Work: Project solutions Instructor-team meetings	
15	Dec 1	Group Project Presentations submission Group Project Q & A	Group Project Slides & Presentation Recording Submission due Individual Sales Tournament Log due Online Discussion Board Record due
16	Dec 8	Final Exam Week	

IMPORTANT POLICIES AND RESOURCES

Broader Use of Generative AI Permitted Within Guidelines

Use of artificial intelligence (AI) tools, including ChatGPT, is permitted in this course for students who wish to use them. To adhere to our scholarly values, students must cite any AI-generated material that informed their work (this includes in-text citations and/or use of quotations, and in your reference list). Using an AI tool to generate content without proper attribution qualifies as academic dishonesty and violates Texas A&M-San Antonio's standards of academic integrity.

Academic Accommodations for Individuals with Disabilities: Texas A&M University-San Antonio is committed to providing all students with reasonable access to learning opportunities and accommodations in accordance with The Americans with Disabilities Act, as amended, and Section 504 of the Rehabilitation Act. If you experience barriers to your education due to a disability or think you may have a disability, Disability Support Services is located in the Central Academic Building, Suite 210. You can also contact us via phone at (210) 784-1335, visit us <https://www.tamusa.edu/Disability-Support-Services/index.html> or email us at dss@tamusa.edu. Disabilities may include, but are not limited to, attentional, learning, mental health, sensory, physical, or chronic health conditions. All students are encouraged to discuss their disability-related needs with Disability Support Services and their instructors as soon as possible.

Academic Learning Center: The Academic Learning Center provides free course-based tutoring to all currently enrolled students at Texas A&M University-San Antonio. Students wishing to work with a tutor can make appointments through the Brainfuse online tutoring platform. Brainfuse can be accessed in the Tools section of Blackboard. You can contact the Academic Learning Center by emailing tutoring@tamusa.edu, calling (210) 784-1307, or visiting the Central Academic Building, room 202.

Counseling/Mental Health Resources: As a college student, there may be times when personal stressors interfere with your academic performance and negatively impact your daily functioning. If you are experiencing emotional difficulties or mental health concerns, support is available to you through the Student Counseling Center (SCC). To schedule an appointment, call 210-784-1331 or visit Madla 120.

All mental health services provided by the SCC are free and confidential (as the law allows). The Student Counseling Center provides brief individual and group therapy, crisis intervention, consultation, case management, and prevention services. For more information on SCC services visit tamusa.edu/studentcounseling

Crisis support is available 24/7 by calling the SCC at 210-784-1331 (after-hours select option '2').

Additionally, the TELUS Student Support App provides a variety of mental health resources to including support for in the moment distress, an anonymous peer to peer support network, mental health screenings, podcasts, and articles to improve your mental wellbeing.

Emergency Preparedness: JagE Alert is Texas A&M University-San Antonio's mass notification. In the event of an emergency, such as inclement weather, students, staff and faculty, who are registered, will have the option to receive a text message, email with instructions and updates. To register or update your information visit: <https://tamusa.bbcportal.com/>.

More information about Emergency Operations Plan and the Emergency Action Plan can be found here: <https://www.tamusa.edu/about-us/emergency-management/>. Download the SafeZone App (<https://safezoneapp.com/>) for emergencies or call (210) 784-1911. Non-Emergency (210) 784-1900.

Financial Aid and Verification of Attendance: According to the following federal regulation, 34 CFR 668.21: U.S. Department of Education (DoE) Title IV regulation, a student can only receive Title IV funds based on Title IV eligibility criteria which include class attendance. If Title IV funds are disbursed to ineligible students (including students who fail to begin attendance), the institution must return these funds to the U.S. DoE within 30 days of becoming aware that the student will not or has not begun attendance. Faculty will provide the Office of Financial Aid with an electronic notification if a student has not attended the first week of class. Any student receiving federal financial aid who does not attend the first week of class will have their aid terminated and returned to the DoE. Please note that any student who stops attending at any time during the semester may also need to return a portion of their federal aid.

Writing, Language, and Digital Composing Center: The Writing, Language, and Digital Composing Center supports graduate and undergraduate students in all three colleges as well as faculty and staff. Tutors work with students to develop reading skills, prepare oral presentations, and plan, draft, and revise their written assignments. Our language tutors support students enrolled in Spanish courses and students composing in Spanish for any assignment. Our digital studio tutors support students working on digital projects such as eportfolios, class presentations, or other digital multimedia projects. Students can schedule appointments through JagWire under the Student Services tab. Click on "Writing, Language, and Digital Composing Center" to make your appointment. The Center offers face-to-face, synchronous online, and asynchronous digital appointments. More information about what services we offer, how to make an appointment, and how to access your appointment can be found on our website at <https://www.tamusa.edu/academics/>.

Meeting Basic Needs: Any student who has difficulty affording groceries or accessing sufficient food to eat every day or who lacks a safe and stable place to live, and believes this may affect their performance in the course, is urged to submit a CARE referral (<https://www.tamusa.edu/university-policies/Student-Rights-and-Responsibilities/file-a-report.html>) for support. Furthermore, please notify the professor if you are comfortable in doing so. This will enable them to direct you to available resources.

Military Affairs: Veterans and active-duty military personnel are welcomed and encouraged to visit the Office of Military Affairs for any question involving federal or state VA Education Benefits. Visit the

Patriots' Casa building, room 202, or to contact the Office of Military Affairs with any questions at military.va@tamusa.edu or (210)784-1397.

Religious Observances: Texas A&M University-San Antonio recognizes the diversity of faiths represented among the campus community and protects the rights of students, faculty, and staff to observe religious holidays according to their tradition. Under the policy, students are provided an opportunity to make up any examination, study, or course work requirements that may be missed due to a religious observance provided they notify their instructors before the end of the second week of classes for regular session classes.

The Six-Drop Rule: Students are subject to the requirements of Senate Bill (SB) 1231 passed by the Texas Legislature in 2007. SB 1231 limits students to a maximum of six (6) non-punitive course drops (i.e., courses a student chooses to drop) during their undergraduate careers. A non-punitive drop does not affect the student's GPA. However, course drops that exceed the maximum allowed by SB 1231 will be treated as "F" grades and will impact the student's GPA.

Statement of Harassment and Discrimination: Texas A&M University-San Antonio is committed to the fundamental principles of academic freedom, equal opportunity, and human dignity. To fulfill its multiple missions as an institution of higher learning, A&M-San Antonio encourages a climate that values and nurtures collegiality and the uniqueness of the individual within our state, nation, and world. All decisions and actions involving students and employees should be based on applicable law and individual merit. Texas A&M University-San Antonio, in accordance with applicable federal and state law, prohibits discrimination, including harassment, on the basis of race, color, sex, religion, national origin, age, disability, genetic information, veteran status, sexual orientation, gender identity, gender expression, or pregnancy/parenting status. Individuals who believe they have experienced harassment or discrimination prohibited by this statement are encouraged to contact the appropriate offices within their respective units.

Texas A&M University-San Antonio faculty are committed to providing a safe learning environment for all students and for the university as a whole. If you have experienced any form of sex- or gender-based discrimination or harassment, including sexual assault, sexual harassment, domestic or dating violence, or stalking, know that help and support are available. A&M-San Antonio's Title IX Coordinator can support those impacted by such conduct in navigating campus life, accessing health and counseling services, providing academic and housing accommodations, and more. The university strongly encourages all students to report any such incidents to the Title IX Coordinator. Please be aware that all A&M-San Antonio employees (other than those designated as confidential resources such as counselors and trained victim advocates) are required to report information about such discrimination and harassment to the university. This means that if you tell a faculty member about a situation of sexual harassment, sexual violence, or other related misconduct, the faculty member must share that information with the university's Title IX Coordinator (titleix@tamusa.edu, 210-784-2061, CAB 439K). If you wish to speak to a confidential employee who does not have this reporting requirement, you can contact the Student Counseling Center at (210) 784-1331 or visit them in Madla 120.

Pregnant/Parenting Students: Texas A&M-San Antonio does not require a pregnant or parenting student, solely because of that status or issues related to that status, to (1) take a leave of absence or withdraw from their degree or certificate program; (2) limit the student's studies; (3) participate in an alternative program; (4) change the student's major, degree, or certificate program; or (5) refrain from joining or cease participating in any course, activity, or program at the University. The university will provide such reasonable accommodations to pregnant students as would be provided to a student with a temporary medical condition that are related to the health and safety of the student and the student's unborn child. These could include maintaining a safe distance from substances, areas, and activities known to be hazardous to pregnant individuals and their unborn child; excused absences because of illness or medical appointments; modified due dates for assignments; rescheduled tests/exams; taking a leave of absence; and being provided access to instructional materials and video recordings of lectures for excused absences, if these would be provided to any other student with an excused absence. Pregnant/parenting students are encouraged to contact the Title IX Coordinator with any questions or concerns related to their status (titleix@tamusa.edu; 210-784-2061; CAB 439K).

Texas A&M-San Antonio has also designated the Title IX Coordinator as the liaison officer for current or incoming students who are the parent or guardian of a child younger than 18 years of age. The Title IX Coordinator can provide students with information regarding support services and other resources.

Students' Rights and Responsibilities: The following statement of students' rights and responsibilities is intended to reflect the philosophical base upon which University Student Rules are built. This philosophy acknowledges the existence of both rights and responsibilities, which is inherent to an individual not only as a student at Texas A&M University-San Antonio but also as a citizen of this country.

Students' Rights

1. A student shall have the right to participate in a free exchange of ideas, and there shall be no University rule or administrative rule that in any way abridges the rights of freedom of speech, expression, petition and peaceful assembly as set forth in the U.S. Constitution.
2. Each student shall have the right to participate in all areas and activities of the University, free from any form of discrimination, including harassment, on the basis of race, color, national or ethnic origin, religion, sex, disability, age, sexual orientation, gender identity, gender expression, and pregnancy/parenting or veteran status in accordance with applicable federal and state laws.
3. A student has the right to personal privacy except as otherwise provided by law, and this will be observed by students and University authorities alike.
4. Each student subject to disciplinary action arising from violations of university student rules shall be assured a fundamentally fair process.

Students' Responsibilities

1. A student has the responsibility to respect the rights and property of others, including other students, the faculty, and administration.
2. A student has the responsibility to be fully acquainted with the published University Student Rules found in the Student Handbook, Student Code of Conduct, on our website, and University Catalog, and to comply with them, as well as with federal, state, and local laws.

3. A student has the responsibility to recognize that student actions reflect upon the individuals involved and upon the entire University community.
4. A student has the responsibility to recognize the University's obligation to provide a safe environment for learning.
5. A student has the responsibility to check their university email for any updates or official university notifications.

We expect that students will behave in a manner that is dignified, respectful, and courteous to all people, regardless of sex, ethnic/racial origin, religious background, sexual orientation, or disability. Conduct that infringes on the rights of another individual will not be tolerated.

Students are expected to exhibit a high level of honesty and integrity in their pursuit of higher education. Students engaging in an act that violates the standards of academic integrity will find themselves facing academic and/or disciplinary sanctions. Academic misconduct is any act, or attempt, which gives an unfair advantage to the student. Additionally, any behavior specifically prohibited by a faculty member in the course syllabus or class discussion may be considered as academic misconduct. For more information on academic misconduct policies and procedures please review the Student Code of Conduct (<https://www.tamusa.edu/university-policies/student-rights-and-responsibilities/documents/Student-Handbook-2022-23.pdf>) or visit the resources available in the OSRR website (<https://www.tamusa.edu/university-policies/student-rights-and-responsibilities/academic-integrity.html>).

Key Dates For Fall 2025 Semester

Fall 2025 Regular 16-Week Session

March 24	Monday	Registration opens
August 18	Monday	Tuition & fee payment deadline
August 22	Friday	Last day for students withdrawing to receive 100% refund (0% responsibility) for tuition
August 25	Monday	First class day
September 1	Monday	Labor Day Holiday - No classes
September 2	Tuesday	Last day to register
September 10	Wednesday	Census Date
September 11	Thursday	Drop for non-payment
October 6-October 17	Monday-Friday	Midterm grading period
November 14	Friday	Last day to drop with an automatic grade of "W"
November 25	Tuesday	Last day to withdraw from the university
November 26	Wednesday	Study day - No classes
November 27-November 29	Thursday-Saturday	Thanksgiving Holiday - No classes
December 4	Thursday	Last day of scheduled classes for weekday classes

December 5	Friday	Study day - No classes
December 6-December 12	Saturday-Friday	Final examinations
December 12	Friday	End of term
December 16	Tuesday	Commencement
December 17	Wednesday	All grades due by noon
December 19	Friday	Grades available in JagWire
December 23-January 2	Tuesday-Friday	Winter Break