

**BMGT 110G**  
**INTRODUCTION TO THE BUSINESS VALUE CHAIN - GAME DESIGN EDITION**  
**SUMMER II 2026**

**INSTRUCTOR** Rich Kaalaas *(with Jeff Miller)*  
**INFORMATION:** miller.class.support@gmail.com  
**CLASS INFO:** 7/13 - 7/31: Mon - Fri ~ live @ 2:00PM - 4:30PM [approx.] - Synchronous

**OFFICE HOURS:** *[To be announced in class; contact instructor for appointment]*

**REQUIRED MATERIALS:** **GLO-BUS Business Simulation**  
*[Details to be announced in class.]*

**The Goal: A Business Graphic Novel**  
 By Eli Goldratt ~ Adapted by Dwight Jon Zimmerman  
 ASIN: 0884272079

**Love, Charlie: The Rise and Fall of Chef Charlie Trotter (movie)**  
 IMDb ID#: tt14395694 Director: Rebecca Halpern

**RECOMMENDED MATERIALS:** **Understanding Business** - any recent edition *(ex: 14th through current ed.)*  
 By Nickels, McHugh, & McHugh

**COURSE DESCRIPTION:** This course examines the business value chain through the context of board and tabletop game design, tracing how products move from concept to market across design, production, marketing, and distribution. Students explore how creative, technical, and business teams collaborate at each area of business, developing practical fluency in core business principles, cross-functional teamwork, and the management of creative enterprises.

**COURSE OBJECTIVES:** Upon completion of this course, you should be able to achieve the following learning objectives:

- *An introductory understanding of general/core business practices and principles.*
- *Introduction to business as a field of managerial responsibility, and the relationships between business disciplines.*
- *Demonstration of the challenges behind the development, implementation, and operation of modern business systems.*

**GRADING:**

	<b>Qty</b>	<b>Total</b>
<b>Class Participation</b>	14	14.00%
<b>Movie Analysis</b>	1	11.00%
<b>Book Analysis</b>	1	11.00%
<b>Case Competition</b>	1	15.00%
<b>GLO-BUS Simulation</b>	1	35.00%
<b>GLO-BUS Strategy Papers</b>	2	10.00%
<b>End of Class Reflection</b>	1	4.00%
<b>Grand Total:</b>		<b>100%</b>

<b>A+</b>	97-102	<b>B+</b>	87-89	<b>C+</b>	77-79
<b>A</b>	93-96	<b>B</b>	83-86	<b>C</b>	73-76
<b>A-</b>	90-92	<b>B-</b>	80-82	<b>C-</b>	70-72

<b>D+</b>	67-69	<b>D-</b>	60-62
<b>D</b>	63-66	<b>F</b>	59 or less

**Once final grades are submitted, changes to grades will only be made to correct errors in tallying scores.**

All assignments and class sessions are **required**. Any missed assignments or class participation

not covered by a valid excuse (per University policy) will result in a grade of zero.

**GRADING:  
(cont.)**

**Missed assignments or class sessions will be excused only in the event of extraordinary, University approved, circumstances. Absence documentation must be provided immediately after the issue is resolved. Documentation is not accepted beyond 7 days from the absence date.**

Accommodations will only be arranged in the event of extraordinary, University approved, circumstances. Verifiable supporting documentation MUST be provided.

**UNVERIFIABLE NOTES WILL NOT BE ACCEPTED.**

If you anticipate a multi-day absence, it is best to communicate with a TA and your advisor so that they can help coordinate with you on your issues.

**Do not expect that falling slightly below a grade-break means you will receive the next highest grade. A final score of 89.91% results in a final grade of "B+"**

\* You are **REQUIRED** to **\*FULLY\*** attend each class session, preferably after having reviewed the posted news stories and class/book content. Sharing of opinions, ideas and questions is strongly encouraged!

End of class reflections must be based only on the question/topic posted in class. Failure to complete a response - according to the rules - will result in the loss of that session's class score. Failure to respond to a class/news story call out will also result in loss of class participation score.

**Assignments must be received no later than the due date posted without prior approval. Assignments must be submitted to ELMS in the required format. No other formats will be accepted. Failure to post in the appropriate format will negatively affect your grade.**

All work must be checked for spelling, grammatical errors, and appropriate language. All material referenced in an assignment must be properly cited. Bibliography, references, works cited pages, etc. do not count in content length requirements. Do not include assignment questions you were asked to consider in the assignment.

All submissions must meet the minimum length requirements and are reviewed by Turnitin. You must put your name on any work that is turned in, including on ELMS.

**Assignments that do not meet the criteria above will be downgraded significantly.**

Late assignment submissions without a valid excuse (per University policy) will be subject to a **10% reduction in the grade every 24 hours**, or fraction thereof, until the paper is turned in or the final grade reaches 0%.

**POLICIES:**

**All students should recognize that the policies of the University with respect to academic integrity will be strictly enforced.** If you are unsure of these policies, go to the following URL and acquaint yourself with them as soon as possible:

<https://policies.umd.edu/student-affairs/university-of-maryland-code-of-student-conduct>

Students may be asked to sign an honor pledge on submitted papers.

**You are NOT ALLOWED to coordinate or work cooperatively with any other students on assignments, research, responses, etc. You may not use other student's work, or class content, without citation under any circumstances. You are not permitted to collect or turn in another student's in-class response paper. Students who are caught violating policies will be referred to the Office of Student Conduct for judicial review.**

**Course materials are copyrighted and may not be reproduced for anything other than personal use without written permission from Prof. Kaalaas/Miller.**

**POLICIES:**  
(cont.)

Students are responsible for knowing their rights and reviewing all course related policies found at this link: <https://www.ugst.umd.edu/courserelatedpolicies.html>

All communication is expected to be conducted in a professional and courteous manner at all times, guided by common sense, collegiality and basic rules of etiquette. During online sessions, be sure to pause and interact a little more slowly than you normally would to allow for internet speed differences and audio quality. Class sessions and office hours sessions are recorded for use by faculty and staff.

**When you attend online, you are required to participate with your camera on and microphone engaged and by attending the session you will be consenting to have your image recorded.**

If you are unwilling to consent to have your profile or video image recorded, you will need to discuss this with Prof. Kaalaas/Miller. Points will continue to be deducted until the meeting is scheduled.

**You should not expect to remain anonymous in this class.** Participation and sharing ideas are part of the learning process. Your work, particularly your GLO-BUS scores, may be shared in class for the purpose of feedback, discussion, and collective learning. **Your grades will never be made available to others for any reason.**

**\* Please refrain from doing the following during online class sessions:**

- \* - *Using additional devices: phones, tablets, etc.*                      - *Eating or drinking while on camera*
- \* - *Being disrespectful or disruptive*    - *Distracting others*

**If you fail to adhere to class rules/etiquette/etc. you will lose class session score and you may be asked to leave the class session. Continued issues will be sent to the Office of Student Conduct.**

Course assistance sites and group sites, such as Chegg, CourseHero, GroupMe, WeChat etc. are not permitted for this class. **Any participation in these sites including materials posted, taken, or copied from these sites will be deemed a violation of academic integrity and will be referred to the Office of Student Conduct as cheating.**

Students are prohibited from using ChatGPT or any other AI-based writing assistance to complete papers, reflections, or other assignments in this course. **Such use constitutes academic dishonesty and will result in a referral to the OSC.**

**GENERAL:**

While every effort is made to adhere to this schedule, **ALL DATES AND ASSIGNMENTS ARE SUBJECT TO CHANGE.** Advanced notice of any changes will be given, whenever possible.

ELMS and email will be used to disseminate class information & announcements. Students should update their email address and clear up any account errors. Failure to update and maintain your email address now may result in missing important information. Email should be sent ONLY to:

**[miller.class.support@gmail.com](mailto:miller.class.support@gmail.com)**

All email communication should include a telephone number and good time to contact you.

**Student email sent to any other email address may not be responded to in a timely manner.**

Taking personal responsibility for your own learning means acknowledging when your performance does not match your goals and doing something about it. TAs and Prof. Miller can help you in a wide variety of ways if you reach out. You are encouraged to visit UMD's Student Academic Support Services website to learn more about the wide range of campus resources available to you:

**<http://tutoring.umd.edu/>**

If you have difficulty affording groceries or accessing sufficient food to eat every day, or lack a safe and stable place to live, please visit UMD's Division of Student Affairs website for information about resources the campus offers. (See: <https://studentaffairs.umd.edu/basic-needs-security>)

**Please communicate issues and concerns as soon as possible!**

**CLASS SCHEDULE:** {Schedule subject to change}

<u>DATE</u>	<u>#</u>	<u>GLO</u> <u>BUS</u>	<u>DESCRIPTION</u>
13-Jul	1	-	Class Expectations / Syllabus Review Course Introduction The Business Environments
14-Jul	2	-	The Business Environments (cont.) Basic Economics and Economic Systems
15-Jul	3	-	<b>GLO-BUS Simulation Kickoff</b> Basic Economics and Economic Systems (cont.) Understanding the US Economy
16-Jul	4	<b>P6</b>	Understanding the US Economy (cont.) Business Ownership and Entrepreneurship
17-Jul	5	<b>P7</b>	Business Ownership and Entrepreneurship (cont.) Management and Organization
<b>20-Jul</b>	<b>6</b>	<b>Y6</b>	Management and Organization (cont.) Supply Chain Management <b><i>GLO-BUS Strategy Paper #1</i></b> <b><i>Book Analysis Due</i></b>
21-Jul	7	<b>Y7</b>	Supply Chain Management (cont.)
22-Jul	8	<b>Y8</b>	Supply Chain Management (cont.) Marketing
23-Jul	9	<b>Y9</b>	Marketing (cont.) Human Resource Management
24-Jul	10	<b>Y10</b>	Human Resource Management (cont.) Accounting and Finance
<b>27-Jul</b>	<b>11</b>	<b>Y11</b>	Accounting and Finance (cont.) International Business <b><i>GLO-BUS Strategy Paper #2</i></b>
28-Jul	12	<b>Y12</b>	International Business (cont.) Information Systems and Technology
29-Jul	13	<b>Y13</b>	Information Systems and Technology (cont.) Perspectives in Business Ethics
<b>30-Jul</b>	<b>14</b>	<b>Y14</b>	<b>Case Competition - Final Presentations</b>
<b>31-Jul</b>	<b>15</b>	<b>Y15</b>	Perspectives in Business Ethics (cont.) Class Wrap Up <b><i>Movie Analysis Due</i></b> <b><i>End of Class Reflection Due</i></b>