

Sul Ross State University - Alpine
Department of Business Administration

Business Capstone – Online

GBA 4360 Online – Industry ID **F133995**
Spring 2022
Section(s) W01 & W02
wgreen@sulross.edu

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Course Description:

Application of Strategy & Business tools and techniques to respond to industry & marketplace needs. Recognition of both internal and external variables in formulating business strategies.
Emphasis is on computerized business simulations, strategy development and analysis.

Prerequisite: Senior standing and completion of junior level course requirements

Course Material(s): 2022 - Online Business Simulation (register online). Capsim.com & E-Text. & Strategy Text

Student Learning Outcomes:

- SLO1 Analyze and solve business problems across major business functions, using fundamental business principles and strategies
- SLO 2 Communicate business information through written, oral and other delivery processes
- SLO 3 Identify and discuss the impact of ethical and social responsibility issues in business

Student Learning Objectives - Students will achieve:

An enhanced understanding of pertinent areas of business strategy, its function, objective, and dynamic characteristic

The ability to apply this understanding during class activities and to simulated business environments

An appreciation of the complex and dynamic nature of the business environment

An enhanced ability to function successfully in group decision making under uncertainty

The ability to successfully develop, complete and present a Business Plan

An appreciation of the interdependence among business functions

An enhanced ability to argue logically and in a professional manner (orally and written) based on experience and analytical skills

A fundamental and practical working knowledge of business strategies to aid in further study and career pursuits

Marketable Skills (MS) – Will explain

MS 1: Students will have the ability to apply the principles of business they learn to the management of existing businesses or the creation of new businesses.

MS 2: Students will have the ability to use research and analysis to make informed decisions.

MS 3: Students will have the ability to write business letters, emails, resumes and reports

MS 4: Students will have the ability to make effective oral presentations to both professional and general audiences.

Course Grades:

Grades in this course will be determined on a percentage/points basis. Percentages and (points) for course requirements follow:

Engagement	15%	(150)
Industry Simulation (Direct)	20%	(200)
Simulation Activities – (Indirect)	20%	(200)
Assignment(s) – generic	20%	(200)
Team Peer	10%	(100)
Mini – De-brief Business Plan PP	<u>15%</u>	<u>(150)</u>
TOTAL	100%	(1000)

Grades in the course will be assigned as follows:

A = 90 - 100%	D = 60 - 69%
B = 80 - 89%	F = Below 60
C = 70 - 79%	

Engagement:

It should be pointed out that this class is conducted on a "mixed" method format. Reading of text and simulation materials and preliminary preparation of decision analyses are necessary to meet the objectives of the course. Therefore, active engagement is mandatory. Deviations from this can only reflect negatively on your class performance and not enable you to achieve the course objectives.

In addition, you are expected to participate and/or respond as required/requested. If you are not prepared (especially in team meetings), admit it and be ready the next time. One or two instances of non-preparation (response) may be overlooked but repeated instances will not enable you to meet the course objectives. You are encouraged to “engage” at your own initiative and determination of engagement grades is based upon responsiveness and level of engagement. Thus, your engagement is at a premium and repeated departures from this will hurt your class standing. In fact, this will not enable you to satisfy the course requirements and meet the expectations of engagement. Much of this will be obvious as to your team contributions or lack of those contributions.

Also, note that the reading assignments can be significant. It is critical that you stay up with the reading during the first few weeks of the course. This will be monitored and may impact your engagement grade. I will overlook one or two instances but repeated abuse can only diminish the experience for us all. In other words, be prepared for course activities and do not think you can “coast” through this course!

Remember that 15% is a substantial portion of your grade. And it is a part of your grade in which you may exercise considerable control. So please be in class and come to class ready to go!

Industry Simulation (Direct):

You are required to register for an online "**Business Strategy Simulation**," and then participate as part of a group in running a company in a competitive industry over several decision periods. Related to this will be various assignments over and above simply making simulation decisions. There may be various deliverables and other assignments and once we “go live” (begin making decisions for all the marbles), performance on a group of metrics will also be part of this grade. This simulation is the leader in the industry and is a "Business Strategy" simulation rather than a simulation devoted exclusively to Marketing or a single functional area. Almost any type of simulation in business is an extremely practical vehicle for tying things together and providing you the opportunity to integrate and link many of the things you have learned over your business course work. Thus, it is important that assigned work reflects the linkages that will serve you best once you graduate.

Simulation Activities (Indirect):

There are a few elements specific to the simulation that will be evaluated to determine your grade on this component. These may include specific questions pertaining to the simulation and some specific simulation based activities and/or

assignments. These may include short multiple choice quizzes, emphasis on understanding functional areas (finance, production, etc.) contained in the simulation as well as both texts. Once again, although the “indirect” assignments will be just that – indirect – they will still have relevance to various aspects of the course. In fact, every attempt will be made to fill those voids I may detect with appropriate and relevant material.

Assignment(s) Generic:

Assignments primarily from the online “Introduction to Business Fundamentals” and the Strategy text will also be an important component of the course and the achievement of its objective(s). There may also be some work that is only slightly related to the two areas noted above but will help complete what the coverage of this course is all about. In short, you may be required to consult various sources to develop a more in-depth appreciation for some fundamentals that should be part and parcel of your “business & strategy toolkit!” These assignments may include but certainly not be limited to strategy questions; reading synopses; online assignments; business situation problems and so forth. We will consider more specifics as assignments are more fully developed and posted.

Team – Peer:

As much of the course involves team work, it is only appropriate that team members not be evaluated on an equal basis. As team members know better than I who is contributing and who is sitting on the sidelines, it is reasonable to provide a means by which contributors and non-contributors be identified and awarded appropriately. You (the student) and I will be the only persons to see the evaluations and they (the evaluations) will be destroyed once tallied. More information on this will be forthcoming.

Mini – De-brief Business Plan PP:

Each team will submit a “mini” business plan. The primary objective here is to provide a de-brief of sorts summarizing the simulation outcomes. An example of some things that this will need to include will be provided. This will be a presentation if time permits but if not, all team power-point presentations will be made available to all team members across all teams. This is not a time consuming task and will be of great benefit to you for reasons that will be considered at a later date.

PLEASE READ THE FOLLOWING STATEMENTS CAREFULLY:

This syllabus represents the plan of action for the course. It is, in many ways, a contract between us. Should you lose this document, not understand it, or even not agree with some component contained in it, please let me know. Make sure to modify the tentative schedule as necessary.

University policy allows for students, who exceed the prescribed number of non-excused absences, to be dropped from the course (at the discretion of the instructor).

Distance Education Statement: *Students enrolled in distance education courses have equal access to the university’s academic support services, library resources, and instructional technology support. For more information about accessing these resources, visit the SRSU website. Students should submit online assignments through Blackboard or SRSU email, which require secure login information to verify students’ identities and to protect students’ information. If the course requires students to take proctored exams or to purchase additional software or equipment, these requirements will be communicated to the student. Students enrolled in distance education courses at SRSU are expected to adhere to all policies pertaining to academic honesty and appropriate student conduct as described in the student handbook. Students in web-based courses must maintain appropriate equipment and software, according to the needs and requirements of the course, as outlined on the SRSU website.*

Alpine Disability statement:

SRSU Disability Services. *Sul Ross State University (SRSU) is committed to equal access in compliance with Americans with Disabilities Act of 1973. It is SRSU policy to provide reasonable accommodations to students with documented disabilities. It is the student’s responsibility to initiate a request each semester for each class. Alpine students seeking accessibility/accommodations services must contact Mary Schwartz Grisham, M.Ed., LPC, SRSU’s Accessibility Services Coordinator at 432-837-8203 (please leave a message and we’ll get back to you as soon as we can during working hours), or email mschwartz@sulross.edu Our office is located on the first floor of Ferguson Hall (Suite 112), and our mailing address is P.O. Box C-122, SUI Ross State University, Alpine, Texas, 79832.*

ACADEMIC HONESTY

The University expects all students to engage in all academic pursuits in a manner that is beyond reproach and to maintain complete honesty and integrity in the academic experiences both in and out of their classroom. The University may initiate disciplinary proceedings against a student accused of any form of academic dishonesty, including but not limited to, cheating on an examination or other academic work, plagiarism, collusion, and the abuse of resource materials.

“Cheating” includes:

- 1. Copying from another student’s test paper, laboratory report, other report, or computer files, data listings, and/or programs, or allowing another student to copy from same.*
- 2. Using, during a test, materials not authorized by the person giving the test.*
- 3. Collaborating, without authorization, with another person during an examination or in preparing academic work.*
- 4. Knowingly, and without authorization, using, buying, selling, stealing, transporting, soliciting, copying, or possessing, in whole or in part, the contents of a non-administered test.*
- 5. Substituting for another student; permitting any other person, or otherwise assisting any other person to substitute for oneself or for another student in the taking of an examination or test or the preparation of academic work to be submitted for academic credit.*
- 6. Bribing another person to obtain a non-administered test or information about a non-administered test.*
- 7. Purchasing, or otherwise acquiring and submitting as one’s own work any research paper or other writing assignment prepared by an individual or firm.*

This section does not apply to the typing of a rough and/or final version of an assignment by a professional typist.

- 8. "Plagiarism" means the appropriation and the unacknowledged incorporation of another’s work or idea in one’s own written work offered for credit.*
- 9. "Collusion" means the unauthorized collaboration with another person in preparing written work offered for credit.*
- 10. "Abuse of resource materials" means the mutilation, destruction, concealment, theft or alteration of materials provided to assist students in the mastery of course materials.*
- 11. "Academic work" means the preparation of an essay, dissertation, thesis, report, problem, assignment, or other project that the student submits as a course requirement or for a grade.*
- 12. "Falsification of Data" means the representation, claim, or use of research, data, statistics, records, files, results, or information that is falsified, fabricated, fraudulently altered, or otherwise misappropriated or misrepresented.*

All academic dishonesty cases may be first considered and reviewed by the faculty member. If the faculty member believes that an academic penalty is necessary, he/she may assign a penalty but must notify the student of his/her right to appeal to the department chair, the dean and eventually, to the Provost and Vice President for Academic and Student Affairs before imposition of the penalty. At each step in the process, the student shall be entitled to written notice of the offense and/or of the administrative decision, an opportunity to respond, and an impartial disposition as to the merits of his/her case. The decision of the Provost and Vice President for Academic and Student Affairs shall be final.

In the case of flagrant or repeated violations, the Vice President for Academic and Student Affairs may refer the matter to the Dean of Students for further disciplinary action. No disciplinary action shall become effective against the student until the student has received procedural due process...

On a personal note – if I find anyone in violation of the above, I will take it very seriously!

Tentative Course Outline***

<u>Week</u>	<u>Topic</u>	<u>Assignment *</u>
Jan. 10	Introduction & Overview - Registration	TBA
17	Tutorial – Assignment – Group Selection <i>MLK Holiday Monday</i>	TBA
24	TBA – Final Team Formation	
31	Tutorial - Practice round #1- EA	TBA
Feb. 07	Tutorial - Practice rounds #2 - Strategy Selection - Performance measures due	TBA
14	Practice - Deliverable –	
21	Practice – Last Week	TBA
28	Assignment – “Go Live”	TBA
Mar. 07	<i>Spring Break</i>	
14	Competitive Analysis – D	
21	Tutorial –Practice wrap-up – D	TBA
28**	Financial Analysis – TBA - D	
Apr. 04	Assignment TBA - D	TBA
11	Other Topics – D - Friday – Holiday	TBA
18	Assignment - TBA – D? “Mini” Business Plan” - Due	
25	Wrap-up & Debrief – TBA 4-28 Dead Day <i>Finals Begin April 29th</i>	
May 02	<i>Final Exams continue through May 4th</i>	

* Assignment should be completed by day assigned or no later than a week after

** March 28th - Last day to drop with "W"

*** There will not be much of a ***MASTER SCHEDULE*** (MS) for this course but there will be one. However, as this course is quite dynamic as far as decision due dates and so forth, much of the pace of the course will be a function of how well or.... the class is performing. So, it would be “folly” to etch things in concrete. There will, however, be some things that do carry a hard and fast due date. You will know full well what those things are. **So, in short, this means that you need to look for items posted on either BB; found in CAPSIM for our FOUNDATION industry or on the MASTER SCHEDULE.**

D Approximate “real deal” decision dates