

**GBAR4360 – Business Capstone
Spring 2023 – Web Only
Course Syllabus**

Instructor:	Thomas Matula
Office Hours:	Monday & Tuesday, 10:00 AM to 2:00 PM
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Email Address:	Thomas.Matula@sulross.edu
Class Schedule:	Online
Classroom Location:	Online
Required Texts:	<ol style="list-style-type: none">1. “<i>Business Strategy: A guide to effective decision-making</i>” by The Economist and Jeremy Kourdi, The Economist; 3rd ed. Edition, ISBN-13: 978-16103947652. “<i>Good Strategy/Bad Strategy: The Difference and Why it Matters</i>” by Richard Rumelt, Profile Books, ISBN-13: 978- 03078862313. “<i>Great by Choice: Uncertainty, Chaos, and Luck--Why Some Thrive Despite Them</i>” by Jim Collins and Morton T. Hansen, Harper Businss, ISBN-13: 978-0062120991

Official Communication:

All official communication by the University or me will be sent to your Sul Ross email account. As a result, you are required to activate your email account and check it from to time to time for personal communication. I encourage you to email me if you have questions or comments, BUT PLEASE include your full name and the course for which you have questions. Even if you submit your email through the Blackboard site, I cannot tell which course you are in nor what your real name is (i.e., egar123) unless you put it in the body of your email.

Course Requirements and Grading

Requirement	Points Possible	Grading Scale
Weekly Discussion Posts – Due Weekly	450 points	Entire Course A = 895-1000 B = 795-894 C = 695-794 D = 595-694 F = < 595
Assignment 1 – Due Feb. 12, 2023.	100 points	
Assignment 2 – Due Feb. 26, 2023.	100 points	
Midtern Exam – Due Mar. 26, 2023.	100 points	
Assignment 3 – Due Apr. 16, 2023.	100 points	
Final Essay Exam – Due May 15, 2023.	150 points	
Possible Points	1000 points	

Course Assignments

Weekly Discussion Posts: Students are expected to take part in the weekly discussion threads

Assignment 1: Students will submit a 4-6 page written assignment.

Assignment 2: Students will submit a 4-6 page written assignment.

Midtern Exam: Students will have 1 hours to answer 50 multiple choice questions

Assignment 3: Students will submit a 4-6 page written assignment.

Final Essay Exam: Students will provide a written respond to the questions on a take-home essay exam

Technology Help:

Obtain your RGC email account name and password directly from the **Central Help Desk at 1-888-837-2882**. For most technology problems, first go to the Lobo Technology Assistance Center (LTAC). The quick link to this site is available from our home page under the "My SRSU" tab. For specific help with any aspect of Blackboard, including problems with online exams, contact our Blackboard administrators in Alpine.

BLACKBOARD HELP: 432-837-8489

SRSU Distance Education Statement:

Students enrolled in distance education courses have equal access to the university's academic support services, such as library resources, online databases, and instructional technology support. For more information about accessing these resources, visit the SRSU website. Students should correspond using Sul Ross email accounts and submit online assignments through Blackboard, which requires secure login. Students enrolled in distance education courses at Sul Ross 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. Directions for filing a student complaint are located in the student handbook

SRSU Alpine Disability Services: 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. Students seeking accessibility/accommodations services must contact Rebecca Greathouse Wren, LPC-S, 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 rebecca.wren@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.

SRSU RGC Disability Services: 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. RGC students seeking accessibility services should contact Paulette Harris, Executive Assistant to the Vice President and Dean, at 830-279-3023 or email pharris@sulross.edu. Ms. Harris's office is at 2623 Garner Field Road, Uvalde, TX 78801 (this is the mailing address, too).

Libraries:

The Bryan Wildenthal Memorial Library in Alpine.

Offers FREE resources and services to the entire SRSU community. Access and borrow books, articles, and more by visiting the library's website, library.sulross.edu. Off-campus access requires logging in with your Lobold and password. Librarians are a tremendous resource for your coursework and can be reached in person, by email (srsulibrary@sulross.edu), or phone (432-837-8123).

The Southwest Texas Junior College (SWTJC) Libraries at Uvalde, Del Rio, and Eagle Pass.

Offer additional access to library spaces and resources. Del Rio, Eagle Pass, and Uvalde students may also use online resources available through SWTJC website, library.swtjc.edu. The SWTJC Libraries serve as pick-up locations for InterLibrary Loan (ILL) and Document Delivery from the Alpine campus.

Academic Integrity:

Students in this class are expected to demonstrate scholarly behavior and academic honesty in the use of intellectual property. A scholar is expected to be punctual, prepared, and focused; meaningful and pertinent participation is appreciated. Examples of academic dishonesty include but are not limited to: Turning in work as original that was used in whole or part for another course and/or professor; turning in another person's work as one's own; copying from professional works or internet sites without citation; collaborating on a course assignment, examination, or quiz when collaboration is forbidden.

Classroom Climate of Respect:

Importantly, this class will foster free expression, critical investigation, and the open discussion of ideas. This means that all of us must help create and sustain an atmosphere of tolerance, civility, and respect for the viewpoints of others. Similarly, we must all learn how to probe, oppose and disagree without resorting to tactics of intimidation, harassment, or personal attack. No one is entitled to harass, belittle, or discriminate against another on the basis of race, religion, ethnicity, age, gender, national origin, or sexual preference. Still we will not be silenced by the difficulty of fruitfully discussing politically sensitive issues.

Diversity Statement:

"I aim to create a learning environment for my students that supports a diversity of thoughts, perspectives and experiences, and honors your identities (including race, gender, class, sexuality, religion, ability, socioeconomic class, age, nationality, etc.). I also understand that the crisis of COVID, economic disparity, and health concerns, or even unexpected life events could impact the conditions necessary for you to succeed. My commitment is to be there for you and help you meet the learning objectives of this course. I do this to demonstrate my commitment to you and to the mission of Sul Ross State University to create an inclusive environment and care for the whole student as part of the Sul Ross Familia. If you feel like your performance in the class is being impacted by your experiences outside of class, please don't hesitate to come and talk with me. I want to be a resource for you."

Course Learning Objectives:

1. Develop a general management orientation; being able to analyze broad, organization-wide problems. Understand the vital role of corporate governance and stakeholder management.
Assessment: Written assignments, exams and class discussion.
2. Describe how the forces in the competitive environment can affect profitability. Understand the scenario planning technique and its usefulness. Understand the concept of strategic groups and their strategy and performance implications.
Assessment: Written assignments, exams and class discussion.
3. Describe how value-chain analysis can help managers create value. Enumerate the benefits and limitations of SWOT analysis in conducting an internal analysis of the firm. Explain the four criteria that a firm's resources must possess to maintain a sustainable advantage.
Assessment: Written assignments, exams and class discussion.
4. Recognize the interdependence of attracting, developing, and retaining human capital. Understand the vital role of technology in leveraging knowledge and human capital.
Assessment: Written assignments, exams and class discussion.
5. Integrate the business skills students have already developed and knowledge students have obtained. In the immediate future this should give students a better understanding of how their positions relate to the overall performance of the organization. Also, much of this course is structured to stimulate the job that many students have or will have in the near future – a staff manager responsible for helping to develop recommendations on the strategic issues that face the organization.
Assessment: Written assignments, exams and class discussion.
6. Developing skills to solve the actual problems that today's organizations are experiencing.
Assessment: Written assignments, exams and class discussion.

Student Learning Outcomes for the BBA Degree:

1. The students will analyze and solve business problems across major business functions, using fundamental business principles and strategies.
2. The students will communicate business information through written, oral and other delivery processes.
3. The students will identify and understand the impact of ethical and social responsibility issues in business

Marketable Skills for the BBA Degree:

Marketable Skill 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.

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

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

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

Copyright Notice:

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Schedule for GBAR4360 – Spring 2023

Week	Topic	Readings
Jan. 18	What is Business Strategy?	None
Jan. 23	Introduction to Business Strategy	BSG Chps 1-3
Jan. 30	Forces Influencing business strategy	BSG Chps 4-8
Feb. 6	Basic business strategies Assignment 1 due Sunday, Feb. 12, 2023	Articles
Feb. 13	Managing business strategies	BSG Chps 9, 10
Feb. 20	Innovation and information management Assignment 2 due Sunday, Feb. 26, 2023	BSG, Chps 13, 16
Feb. 27	Implementation of Strategy	Article BSG Chps 11, 12, 15
Mar. 6	Business Level Strategy	BSG Chps 17-18
Mar. 13	Spring Break	
Mar. 20	Midterm Exam due Sunday Mar. 26, 2023 (Available Mar. 10, 2023)	None
Mar. 27	Good Strategy/Bad Strategy - Part 1	GS/BS Chps 1-5
Apr. 3	Good Strategy/Bad Strategy - Part 2	GS/BS Chps 6-15
Apr. 10	Good Strategy/Bad Strategy - Part 3 Assignment 3 due Sunday, Apr. 16, 2023	GS/BS Chps 16-18
Apr. 17	Great by Choice - Part 1	GBC Chps 1-3
Apr. 24	Great by Choice - Part 2	GBC Chps 4-6
May 1	Great by Choice - Part 3	GBC Chps 7-8
May 8	Final Exam Due Monday May 15, 2023.	None