

***Sul Ross State University - Alpine***  
***Department of Business Administration***

**Business Capstone – Online**

GBAA 4360 Online – Industry ID **F148535**  
Spring 2024  
Section W01  
[wgreen@sulross.edu](mailto: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):** 2024 - Business Simulation (register online). Capsim.com & E-Text & Exams (Business Bundle).

**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 on a percentage/points basis. Percentages and (points) for course requirements follow:

Responsiveness	15%	(150)
Industry Simulation (Direct)	20%	(200)
Simulation Activities – (Indirect)	15%	(150)
Assignment(s) – generic	20%	(200)
Team Peer	10%	(100)
Exam	20%	(200)
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%	

### **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 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. Specifics will be found on the **Master Schedule**.

### **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 also include short multiple choice quizzes, emphasis on understanding functional areas (finance, production, etc.) contained primarily in the simulation. In short, every attempt will be made to fill those voids I may detect with appropriate and relevant material. Specifics will be assigned and found on the **Master Schedule**.

### **Assignment(s) Generic:**

Assignments primarily from the online "Introduction to Business Fundamentals" and related areas 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 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 on BB and the **Master Schedule**.

### **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.

### **Exam:**

This will be discussed and clarified as class progresses.

### ***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.e@sulross.edu](mailto:mschwartz.e@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 – I take this stuff seriously!*

*A tentative Course Outline is next – However, this is only a general guide – you should ALWAYS look to what I call the MASTER SCHEDULE for due dates; assignments; point totals and so forth. The MASTER will be posted on BB in the next few days. Updates to the MASTER will also be made as the term progresses. But all MASTER SCHEDULES will remain available so you can know what changed (if anything) and why. I make this same announcement in several courses and hope that if you don't see it in one place, you see it in another!*

**Tentative Course Outline\*\*\***

<u>Week</u>	<u>Topic</u>	<u>Assignment *</u>
Jan. 15	Introduction & Overview - Registration <b>MLK Holiday Monday</b>	TBA
22	Tutorial – Assignment – Group Selection	TBA
29	TBA – Final Team Formation	
Feb. 05	Tutorial - Practice round #1-	TBA
12	Tutorial - Practice rounds #2 - Strategy Selection - Performance measures due	TBA
19	Practice rounds - Deliverable –	
26	Practice – Last Week	TBA
Mar. 04	Assignment – “Go Live”	TBA
11	<b>Spring Break</b>	
18	Competitive Analysis – <b>D</b>	TBA
25	Tutorial –Practice wrap-up – <b>D</b>	TBA
Apr. 01	Financial Analysis – TBA – <b>D - Friday – Holiday</b>	
08**	Assignment TBA - <b>D</b>	TBA
15	Other Topics – <b>D -</b>	TBA
22	Assignment - TBA – <b>D?</b>	<b>TBA</b>
29	Wrap-up & Debrief – <b>Important Dates!</b> <b>5-01 - Last class Day; 5-02 Dead Day</b> <b>5-03 - First Day – Finals –</b>	
May 06	<b>FINALS continue – Monday; Tuesday; Wednesday</b>	

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

\*\* April 12<sup>th</sup> - 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. 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 – TBA – To be announced