**SYLLABUS FOR BUS 499-01**

**BUSINESS ADMINISTRATION CAPSTONE**

**Fall 2012**

Name: Dr. William F. Johnson

# Office: Sage Hall room 2031

Phone: 437-1642

Meeting: Manzanita 1149 T-R 10:30-11:45

Office Hours: M 6-7pm, T 9:30-10:30am, and 6-7pm and by appointment

E-Mail: William.johnson@csuci.edu

Required Texts: Dess, H; Gregory G.; Lumpkin, G. T. and Alan B. Eisner. Strategic

Management: Text and Cases, 6th Ed. Boston: McGraw-Hill Irwin, 2010:

ISBN 0077439619

The Business Strategy Game: A Global Simulation, 2010 Edition. http://

www.bsg-online.com

Course Description: The focus of this course is on strategic management and business policy formulation and implementation. This course is designed as a "capstone course" to aid the student in synthesizing and applying knowledge gained in earlier courses and to introduce and apply theoretical concepts unique to the global business environment. Students are provided with the opportunity to integrate the functional concepts, skills and techniques acquired in other courses and apply these skills to actual business cases. The course attempts to encourage an integrated, global perspective of the organization and its environment to develop analytical and decision-making skills needed to cope with organizational uncertainties and business realities.

Case Method: The case method allows you to acquire low-cost experience. It provides the benefit of *applying* concepts and theories--learning by doing—where experimental and risky solutions are encouraged and supported. It also provides you with practice in wrestling with important global management issues. The case method is intended to lead us to the right questions, to build discussion and debate, and to force us to reconcile differences in analysis with those of our peers. In preparing a case, *begin* by reading it through at least two times:

(1) Very briefly to get a “feel” of the situation (e.g., the company, its products and markets, its problems, and the people involved). This will allow you to see what’s important in analyzing the case and what is relatively less important.

(2) Carry out your analysis in response to assignment questions (if provided) for the case. Financial analysis and careful attention to the exhibits and tables are necessary for the development of recommendations that are sound. *Document your analysis to help you organize and integrate your thoughts. Be sure to write down supporting arguments for your recommendations and be prepared to provide an alternative argument for any solution.* These case preparation notes will provide you with a valuable aid for your in-class participation, and are to be turned in on the day of discussion.

To introduce the role of chance and luck in business, cases will be assigned by drawing random numbers from case 7-30.

GRADING:

Assignment Points

Case Summaries 20%

Group case analysis/presentation/discussion 25%

In class assignments 20%

BSG Game 25%

BSG Presentation 10%

Total Points Available 100%

Grading Scale:

90 -100 = A

80- 89= B

70- 79= C

60- 69= D

< 60 = No Pass

Group Case Analysis/ Presentation/ Discussion: Each group is assigned to analyze a case and present it in class using visual aids (e.g., hand-outs, PowerPoint slides, overheads). Use the tools and techniques in the chapters to “flesh out” your analysis and recommendations. All team members participate in the presentation. You have about 30 minutes for presentation, followed by Q&A. I may then provide some wrap-up, and tie the discussion to chapter concepts. It is important that you are able to answer/argue questions raised by other classmates and the instructor. You also have the right to ask other classmates questions associated with the case. Your group should make the class exciting during your presentation and discussion! Feel free to be creative. It is up to you to organize your presentation, but you should address at least the assignment questions as well as the following issues:

* Diagnosing the company’s situation, including external opportunities and threats, internal strength/capabilities/resources and weaknesses/liabilities, thorough financial analysis, etc.
* Identifying problems the company is facing
* Developing various action alternatives that can address the problems
* Analyzing the pros and cons of the various action alternatives
* Making your conclusion and recommendations as specific as possible

Individual Case Summaries: This class strongly focuses on case analysis and discussion. You can’t follow the discussion in class without proper preparation. Therefore, I ask you to prepare summaries for each case addressing the previously described issues, as well as assigned questions, to be turned in to me at the end of the case discussion.

**TENTATIVE COURSE SCHEDULE**

**Week Beginning**

9/27 First Class

9/3 Assign BSG teams and cases

9/10 BSG Practice round #1

9/17 BSG practice #2

9/24-11/19 Week 1 thru 9

12/3 Team A-E BSG presentations

12/10 Team F-J BSG Presentation

**Case Presentations**

**Week Beginning**

10/01 Teams A & B

10/15 Teams C & D

10/29 Teams E & F

11/12 Teams G & H

11/19 Teams I & J