**SYLLABUS FOR BUS 499-01**

**BUSINESS ADMINISTRATION CAPSTONE**

**Spring 2013**

Name: Dr. William F. Johnson

# Office: Sage Hall room 2031

Phone: 437-1642

Meeting: Smith Decision Center MW 12-1:15

Office Hours: M 10-12 and M 2:45-3:45 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

Subscription to McGraw-Hill CONNECT

http://connect.mcgraw-hill.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.

This course will also employ several Blended Learning techniques which will require students to effectively use technology to facilitate learning. Several activities will be planned throughout the semester which will replace class time with technology based activities.

**Course Objectives:** Students who successfully complete this course will be able to make and implement business decisions via a simulation exercise; produce analyses and present analyses orally and in writing to their peers and to a larger audience; create effective business plans and clearly describe strategies, goal and objectives, summarize orally and in writing the performance of businesses.

**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.

**The Business Strategy Game:** is an online exercise where class members are divided into teams and assigned the task of running an athletic footwear company in head-to-head competition against companies managed by other class members. Company operations parallel those of actual athletic footwear companies. Just as in the real-world, companies compete in a global market arena, selling branded and private-label athletic footwear in four geographic regions — Europe-Africa, North America, Asia-Pacific, and Latin America.

Company co-managers must make decisions relating to plant operations, distribution and warehouse operations, work force compensation, online sales at the company’s web site, sales and marketing, and finance. The challenge is to craft and execute a competitive strategy that results in a respected brand image, keeps your company in contention for global market leadership, and produces good financial performance as measured by earnings per share, return on investment, stock price appreciation, and credit rating.

All aspects of The Business Strategy Game parallel the functioning of the real-world athletic footwear market, thus allowing you and your co-managers to (1) think rationally and logically in deciding what to do and (2) get valuable practice in making a variety of different business decisions under circumstances that mirror real-world competitive conditions.

**GRADING:**

Assignment Points

Case quizzes 15%

Group case analysis/presentation/discussion 25%

In class assignments 20%

BSG game score 15%

BSG game quizzes 10%

BSG presentation 10%

Guest presentations 5%

Total Points Available 100%

Any grade dispute for any assignment must be submitted in writing within one week of grade being issued. All other grade disputes will not be evaluated.

**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
* Provide specific and measurable financial goals for the recommendations.
* Analyzing the pros and cons of the various action alternatives
* Making your conclusion and recommendations as specific as possible

**Individual case quizzes**: This class strongly focuses on case analysis and discussion. You can’t follow the discussion in class without proper preparation. Therefore, each case covered in class will have an online quiz available on CONNECT. The CONNECT course link will be provided on Blackboard and instructions are provided below.

How to register for ***Connect***

1. Go to your ***Connect*** home page:

http://connect.mcgraw-hill.com

1. Click on the "Register Now" link on the student menu found on your instructor's course homepage.
2. Enter your email address

**TIP:** If you already have a McGraw-Hill account, you will be asked for your password and will not be required to create a new account.

1. Enter a registration code or choose **Buy Online** to purchase access online
2. Follow the on-screen directions

**TIP:** Please choose your Security Question and Answer carefully. You will be asked for this information if you forget your password.

1. When registration is complete, click on **Go to Connect Now**
2. You are now ready to use ***Connect***

**TENTATIVE COURSE SCHEDULE**

**Week Beginning**

1/28 First Class

2/04 Assign BSG teams and cases

2/11 BSG Practice round #1

2/18 BSG practice #2

2/20-4/22 Week 1 thru 10

5/11 BSG game presentations

**Case Presentations**

**Week Beginning**

3/04 Teams A & B

3/11 Teams C & D

4/08 Teams E & F

4/15 Teams G & H

4/29 Teams I & J

05/06 Redo week