

Mercer University Stetson School of Business and Economics
Fall 2005

BAM 699: MBA Capstone

Office Hours M, W - 2:00 to 3:00 pm
 T, R – 10:30 to 11:30 am

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The Stetson School of Business and Economics (SSBE) promotes the advancement and integration of quality business education and practice. In support of Mercer University's mission, the School provides undergraduate and graduate programs that are designed to enable, enhance, and expand professional careers, civic responsibility and lifelong learning.

Course Description

This course provides students the opportunity to correlate, integrate and apply the concepts developed in the MBA program. Special emphasis is placed on strategic management.

Course Design

This course is designed to follow the model of "learn, do, teach" by requiring the students to lead various class experiences and discussions regarding strategic management. The use of a computer simulation is an integral part of this design, to enable students to experiment with different functional strategies, and experience systemic consequences. In addition, the simulation is complemented with the use of the case method to help students formulate unique strategies for various industry environments that senior managers face.

Course Objectives

Upon the successful completion of this course, you should understand:

1. the changing paradigm of business
2. the environmental influences on an organization
3. managerial ethics and social responsibility
4. organizational planning, strategy formulation and implementation
5. the nature of strategic leadership.

To be successful in this class, you are expected to:

1. Attend and actively participate in class meetings
2. Read and prepare random assignments
3. Review notes and readings from previous course work
4. Read and prepare cases for classroom discussion.
5. Complete written case analyses.
6. Challenge yourself to extend your simulation in thoughtful ways.

Course Prerequisite: 24 graduate semester credit hours

**Course Materials
Required**

This course involves reading from a wide variety of sources. Some of the reading materials will be provided in class, including a reading packet and the [CAPSIM®](#) Student Guide. You are expected to obtain the following:

Performance Evaluation

Grading

Your final grade will be based on several indicators of performance against each of the course objectives. Each of the indicators is described in more detail below.

Points

	%
Simulation	30
Random Assignments	20
Strategic Management Theory	20
Written Case	20
Participation	10
Final Assessment	*

Grade	Total Points
A	90 - 100
B+	87 - 89.99
B	80 - 86.99
C+	77 - 79.99
C	70 - 76.99

Simulation

Working in a team, you will manage a hypothetical business using a computerized simulation over several business cycles. Your grade will be based on your team's simulation decisions , your business' annual report and presentation , and your peer evaluations.

Case Development

You will analyze a written strategic management case. You will then be asked to apply course content to that case in class discussions. Your analysis is to be written and collected in a binder, to be submitted for a grade. The grade will be based on the completeness of the case you have developed, the depth of your application of course concepts to the case, and the clarity with which this analysis is presented.

Participation

This class is conducted in a seminar format; as such, your participation is critical to the course conduct. As part of your participation, you are expected to do the homework and readings assigned each week. Your participation grade will be based on your contributions in class, on the class website, with the background case analysis and on the homework assignments

Final Assessment - Exam

Completion of a comprehensive, standardized test is required to complete the course, but will not affect your course grade.

Honor Code

It is expected that you will adhere both to the letter and the spirit of the Honor System as it relates to procedures and assignments for this course. You may discuss the written assignments with your classmates; however your work should be original. All work on the quizzes is to be done individually and is not to be discussed with other students. Plagiarism is the use of ideas, facts, phrases, or additional information such as charts or maps, from any sources, without giving proper credit to the original author. Using direct quotations, paraphrases, or reproductions of any material that is not the student's own authorship is also considered plagiarism. Failure to reference any such material used is both ethically and legally improper. Violations will result in referral of the matter to the Honor Council.

University Protocol for Electronic Submission of Course Work

Students bear sole responsibility for ensuring that papers or assignments submitted electronically to a professor are received in a timely manner and in the electronic format(s) specified by the professor. Students are therefore obliged to have their e-mail client issue a receipt verifying that the document has been received. Students are also strongly advised to retain a copy of the dated submission on a separate disk. Faculty members are encouraged, but not required, to acknowledge receipt of the assignment.

University Protocol for Use of Cell Phones and Pagers

Out of courtesy for all those participating in the learning experience, all cell phones and pagers must be turned off before entering any classroom, lab, or formal academic or performance event.

University Policy for Students with Disabilities

Students with a documented disability should inform the instructor at the close of the first class meeting. The instructor will refer you to the office of Student Support Services (SSS) for consultation regarding evaluation, documentation of your disability, and recommendations for accommodation, if needed. Students will receive from SSS the *Faculty Accommodation Form*. On this form SSS will identify reasonable accommodations for this class. The form must be given to the course instructor for signature and then returned to SSS. To take full advantage of disability services, it is recommended that students contact the Office of Student Support Services, immediately. The office is located on the third floor of the Connell Student Center.

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Mercer University Honor Code

Mercer University expects each student to maintain the highest principles of academic honesty and integrity. Violations will be treated as a serious matter. They include but are not limited to:

<u>Plagiarism</u>	The use of ideas, facts, phrases (not to mention paragraphs or pages) without designating the original source. The use of any material that is not your own without a proper citation constitutes plagiarism and is both unethical and illegal.
<u>Cheating</u>	Do not do it.
<u>Lying</u>	Do not do it.
<u>Stealing</u>	Do not do it.

Course Schedule

Date	Topic	Chapter
Aug 23	Cover Syllabus, Introduce the Course	-----
	What is Organizational Behavior	1
Aug 30	Foundations of Individual Behavior	2
	Values, Attitudes and Job Satisfaction	3
Sep 6	Personality and Emotions	4
Sep 13	Exam 1	1 - 4
	Perception and Individual Decision Making	5
Sep 20	Basic Motivation Concepts	6
	Motivation: From Concepts to Applications	7
Sep 27	Foundations of Group Behavior	8
Oct 3-4	Fall Break	N/A
Oct 11	Exam 2	5 – 8
	Understanding Work Teams	9
Oct 18	Communication	10
Oct 25	Basic Approaches to Leadership	11
	Contemporary Issues in Leadership	12
Nov 1	Exam 3	9 - 12
Nov 8	Power and Politics	13
Nov 15	Organizational Culture	16
	Human Resources Policies and Practices	17
Nov 22	Organizational Change and Stress Management	18
Nov 29	Exam 4	13, 16 – 17
Dec 1	Research Papers are Due	All Groups
Dec 6	Presentations	All Groups
Dec 13	Presentations	All Groups

The Course Schedule is subject to change, if necessary. I may also show some videos or make other adjustments as the semester proceeds. So, please be flexible.