

MERCER UNIVERSITY
STETSON SCHOOL OF BUSINESS & ECONOMICS
Summer Semester 2010, Session I

BAA 699.A14
MBA Capstone
Thursday 6:00 p.m. – 10:15 p.m.
E-Mail: mills_cg@mercer.edu

Dr. Gerry Mills
Ph: 678-547-6101
Ofc. Hrs: 4-6 Thursday
Simulation ID: C37204

COURSE DESCRIPTION:

An integrative approach to managerial decision making relating to the formulation of overall organizational policy and development of strategic plans to support implementation of successful business strategy.

COURSE RATIONALE:

To provide the student with insight and experience in the process of developing strategic plans and organizational policies and to gain experience in applying these skills in a simulated business environment.

COURSE GOALS AND OBJECTIVES:

To provide the student with knowledge, skill, and experience in the areas of:

1. Overall appreciation of strategic management and organizational policy.
2. Step by step process of the SWOT approach to decision-making.
3. Experience in analyzing and developing business strategy and policies.
4. Better managerial decision making through simulation experience.
5. A better understanding of and appreciation for the interrelations which exist in an organization.
6. Current activities in business strategy and policies.

TEXT:

We will be using an e-text which corresponds to the simulation exercise: Pettus, Michael
Strategic Management for the Capstone® Simulation: Analysis and Assessment
available at www.capsim.com

CLASS ASSIGNMENTS AND EVALUATION

METHOD OF INSTRUCTION:

The methods of instruction will include lecture, oral class discussions of chapter, end-of-chapter questions, and terms. An Internet based business simulation will be an integral part of the course to provide students with executive level business decision making experience. A formal report will be written and presented to the class by each simulation team.

GRADING POLICY AND PROCEDURES:

The course grade will be determined by evaluation of each major activity. Students are responsible for all material covered in the text, class discussions, lectures, and the business simulation. All group work should be shared equally and all members will do peer evaluation to determine their contribution to their team's project.

GRADING STRUCTURE:

A = 90 - 100
B+ = 87 - 89
B = 80 - 86
C+ = 77 - 79
C = 70 - 76
D = 60 - 69

EVALUATION CRITERIA:

Mid-term Test	25
Case, oral, and simulation activities	25
Peer Evaluation	10
Final Test	30
Attendance and Participation	10
Total	100%

LATE ASSIGNMENTS AND ABSENTEE POLICY:

1. Students should plan to attend all class sessions. Students are expected to arrive on time and stay for the entire class period.
2. If you are going to miss an exam make individual arrangements with the professor in advance. Make up exams are the students' responsibility to schedule.
3. All work not turned in by the end of the 8 weeks will earn a grade of zero or result in an "I" for the term grade at the discretion of the professor.
5. Failure to participate in the oral presentation of your paper will result in one letter

lower grade on the project for you unless your group agrees to another arrangement.

6. All exams, papers, and other submitted materials become the property of the professor unless otherwise stated.

Mercer University Honor Code and Council (See Mercer catalogue for detailed information)

Honor Code: Mercer University Atlanta expects each and every student to maintain the highest principles of academic honesty and integrity. Violations of academic honesty represent a breach of the University's expectations and will be regarded as a serious matter. Violations include, but are not limited to, the following:

Plagiarism: 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 which is not of the student's own authorship is also considered plagiarism. Failure to reference any such material used is both ethically and legally improper. Be safe, use footnotes and give references.

Cheating: The use of unauthorized sources of information.
Signing the roll sheet for another student.

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.

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.

Disabilities:

Students with a documented disability should inform the instructor at the close of the first class meeting. The instructor will refer you to Richard Stilley, Assistant Dean of Campus Life, 678-547-6823, for consultation regarding evaluation, documentation of your disability, and recommendations for accommodation, if needed. To take full advantage of disability services, it is recommended that students make contact, immediately. The office is located in the Sheffield Student Center, Room 212.

Inclement Weather:

If severe weather occurs, classes will be canceled in accordance with the Associate Provost's decision of Mercer-Atlanta. Call the Mercer weather line for information about class cancellations—(678) 547-6111 (Atlanta) or listen to WSB 750 AM.

COURSE READING AND LEARNING SCHEDULE:**May 27**

Introduction
The Nature of Strategic Management

Jun 3

Social Responsibility
The External Environment

June 10

Internal Analysis
Long-Term Objectives and Strategies

June 17

Mid-Term Exam

June 24

Simulation Strategies
Business Strategies

July 1

Implementation

July 8

Organization Structure and Culture

July 15

Simulation/Project Presentations

Final Exam

* * * Final Simulation/Project Report turned in * * *

**NOTICE TO STUDENTS
ENROLLED IN
BAA 699.A14
SUMMER 2010 SEMESTER
Session 1
(Thursday, May 27 – July 15, 2010)**

The *Student Guide* for the Capstone simulation should be picked up from Victoria Sellers, **Room 240** in the Business and Education Building, prior to the first day of class, Thursday, May 27, 2009. The *Student Guide* contains instructions for registering for the CAPSIM Simulation on-line and information regarding the Business Simulation competition. **All students must register on-line before the first night of class. The cost of the simulation is \$78.99, including on-line text.** Teams will be assigned the first night of class therefore, while registering on-line, if the prompt asks for a team name, click on *unknown*.

The Simulation ID for this class is C37204. If you need support, you may call Management Simulations, Inc., directly at (877)477-8787, Monday to Friday, 9:00 a.m. to 4:00 p.m. CST, or email the simulation support staff at support@capsim.com for assistance.

Before the first class, students should complete the Situation Analysis (found in the Student Guide) and the simulation rehearsal on the simulation site. The Situation Analysis will be finalized during the first class meeting. It is extremely important that you review the Student Guide, complete the Situation Analysis, and the individual rehearsal BEFORE the first class meeting. You may call Victoria Sellers at (678) 547-6199 for questions and to schedule a time to pick up your Student Guide.

The class syllabus is available on line.

The required text is available on line at capsim.com.

If you have any questions regarding class resources, please call Victoria Sellers at (678)547-6199