

Instructor: Dave Schanke-Instructor

Sections: Bus 480 Section 03-TuThur 11:00-12:15 CCC 128
Bus 480 Section 05-TuThur 12:30-1:45 CPS 310

Please review this syllabus completely. Let me know if you have questions.

It is important to review the section on ProEvents!!! (formerly SBE Events)

Contact Information

E-mail: dschanke@uwsp.edu Preferred contact (please put Lecture # and class time on all correspondence in subject line)

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Office: CPS 413

Office Hours: See D2L

Materials and Course Requirements

Textbook: Dess, G.G., Lumpkin, G.T., Eisner, A. & McNamera, G. (2016) Strategic Management: Text and Cases (8th ed.) New York: McGraw Hill Irwin.

Other readings, Videos or Handouts: Posted on D2L as required

You must have or have access to a reliable internet connection in order to take this class. You need to have a UWSP network login. You will need to check your UWSP e-mail account, and news section of D2L regularly.

Objective of the course: The course is taught from a “learn the concept apply the concept” standpoint. My intention is to lecture on the fundamentals of planning, and then have the individual groups apply these concepts to the company the group is analyzing. I expect a good deal of back and forth discussion on your plans.

Mission Statement of the School of Business & Economics

The UW-SP School of Business and Economics educates and inspires students and prepares graduates for success in positions of leadership and responsibility. We serve the students, business, economy, and people of the greater central Wisconsin region. Our students achieve an understanding of regional opportunities that exist within the global economy.

Evidence of our graduates’ level of preparation can be found in their ability to:

- Analyze and solve business and economics problems
- Understand the opportunities and consequences associated with globalization
- Appreciate the importance of behaving professionally and ethically
- Communicate effectively

Course Description: Business 480 is a capstone course in Business Administration. This course allows the student to pull together the business disciplines that have been learned as an undergraduate. This course will help the student gain insight into the multifaceted changes that impact a firm from the external and internal sources and give them an opportunity to formulate integrated strategies to react or anticipate these changes.

Late work: Not accepted-without explanation at least one day prior to due date.

Academic Honesty

No plagiarism or cheating will be tolerated. All written work will be submitted to a drop box on D2L and evaluated by Turnitin.com. I do not accept emailed materials –all course assignments must be put in the drop box that is appropriate. Plagiarizing work found on the internet, from previous, or current classes will lead to referral to the Dean’s Office for Academic Misconduct. All written material must be turned in to the appropriate drop box where it can be evaluated by turnitin.com.

Student Rights and Responsibilities /Academic Misconduct please review

<http://www.uwsp.edu/dos/Pages/Academic-Misconduct.aspx>

Weekly reading assignments and discussion

The weekly reading assignments are on the detailed schedule in this syllabus. You should read the assigned materials and chapters prior to coming to class. Much of the learning in this class will be based on class discussion. Inability to respond to questions or participate will lead to a reduction in your grade.

We may deviate from the detailed schedule depending on how quickly we cover the material my intention is to focus on the most important concepts in the textbook and focus on working with you to complete the 3 phases and successfully complete the presentation. However, you will still be accountable for reading the textbook. If you have questions about something we did not cover in class, please ask. **This course and the syllabus may be modified during the semester at the sole discretion of the instructor. Any changes will be posted on D2L**

ADA Statement:

If you need an accommodation or special services for this class, please see me or call the service at 346-2002. <http://www.uwsp.edu/stuaffairs/Documents/RightsRespons/ADA/rightsADAPolicyInfo.pdf>

Emergency Response-Please Review

The link to the Shots Fired video is

<https://campus.uwsp.edu/sites/rmgt/campus/SitePages/Shots%20Fired%20-%20Lightning%20Strikes.aspx> and the link to the Active Shooter/Code React emergency procedure page is <http://www.uwsp.edu/rmgt/Pages/em/procedures/violence/active-shooter.aspx>.

“In the event of a medical emergency call 911 or use Red Emergency Phone. Offer assistance if trained and willing to do so. Guide Emergency Responders to victim.

In the event of a tornado warning, proceed to the lowest level interior room without window exposure. See www.uwsp.edu/rmgt/Pages/em/procedures/other/floor-plans.aspx for floor plans showing severe weather shelters on campus. Avoid wide-span rooms and buildings.

In the event of a fire alarm, evacuate the building in a calm manner. Meet across street in parking lot V. Notify instructor or emergency command personnel of any missing individuals.

Active Shooter – Run/Escapes, Hide, Fight. If trapped hide, lock doors, turn off lights, spread out and remain quiet.

Permission to use your work or feedback

There may be a need to share your work with future classes, or for future research purposes. If you would prefer to opt out of sharing your work please send me an email. If I do not receive an email opting

out I will assume that your group agrees to potential future use of your materials as examples.

All Grading is based on points not percentages.

Grading Total Points 600

Method of Evaluation	# of assignments	Total Points for each category of evaluation	Comments
Attendance and class participation		50 Points	Each student is expected to contribute during each class period.
Pro Events (SBE Events)(2 are required)	2 events required 1 early in the semester (Mar 8) one prior to the end of the semester. (May 10) 25 points for each SBE event	50 points (25 points each)	Two Pro Event (SBE) events are required. <u>Problems with Pro events attendance must be taken care of with Prof Elizabeth Martin. (in directory)</u>
Midterm Exam	You can bring in 1 page of notes-both sides	100 points	
Final	You can bring in 1 page of notes-both sides	100 points	
Phase 1 group project Team		75 points	Paper, Peer Review and review with instructor
Phase 2 group project Team		75 points	Paper, Peer Review and review with instructor
Phase 3 group project Team		75 points	Paper, Peer Review and review with instructor
Formal Presentation to Executives Team		75 points	Presentation to Executives
Total		Points 600	

Graded Items

Pro Events (Formerly SBE Events) You must attend 2 for this class) **25 points each Total 50 points**

Several UWSP departments and programs, including the School of Business & Economics, sponsor **Professional Pointer Events** (or **Pro Events**).

Pro Events connect you to:

- *Campus* (e.g., academic coaching, student clubs);
- *Community* (e.g., Rotary, Business Council); and
- *Careers* (e.g., internships, networking).

As an SBE student, you will be able to choose from a wide variety of speakers, workshops and special events. With over 300 events per year on the Pro Events calendar, you will have significant flexibility in selecting your events. Whatever you choose, Pro Events will help you to make the most out of your time as a student and to prepare for transitioning into a successful career.

Visit the Pro Events web site (proevents.uwsp.edu) for announcements of upcoming events.

You can also follow us on social media:

- Facebook: [UWSP School of Business & Economics](#)
- Twitter: [@UWSPBusiness](#)

For this course, you must attend **two** official Pro Events. One event must be before the mid-semester cut-off of **Mar. 8**; a second event must be before the end-of-semester cut-off (**May 10**). If you go to extra events before the mid-semester cut-off, those credits will carry over into the second half of the semester. Attendance at each event will count for 25 points towards your final grade.

Typically, when you attend an event, you will sign in with your Point Card and thereby receive your Events credit. Occasionally, there are events requiring that you take along an Events Attendance form and obtain a signature at the event; events requiring an Events Attendance form will be clearly labeled and the form will be available online.

Attendance at Pro Events will be confirmed with automatic emails to you and updated on the Pro Events web site. Please allow a week for confirmation of attendance at events held outside the SBE, such as Career Services events. If you have a question about Pro Events attendance, please email proevents@uwsp.edu .

If you have multiple courses or affiliations with Pro Events requirements, it is your responsibility to make sure you have attended enough events for each course/affiliation. If you have not attended enough events to cover all of your requirements, your attendance will be allocated to your courses in alpha-numeric order followed by any other affiliations.

After the mid-semester cut-off and the end of this semester's events, I will receive reports confirming your attendance. You do not need to do anything else. **Your instructor will assign points for Pro Events Twice Per Year. Once after the first cutoff period and once after the**

second cut off period. For any questions about attendance you must resolve them with Prof. Elizabeth Martin. (She is in the email directory)

Attendance and class participation: 50 points

In a capstone course, much of our learning will come through class discussion. There are no “right or perfect answers” You must come to class having read the chapters and ready to discuss them. **I will call on people in class.** Regular attendance is an underpinning of doing well in the class. I will take attendance. If you miss class, it is your responsibility to get the notes and other materials from another classmate. If you are going to miss a test or a presentation you must speak with the instructor **in person** at least one day in advance. (Not by email or voicemail). **It is your responsibility to make sure you are assigned to group projects and group activities.**

If you need to leave early, please sit by the exit so that you do not disrupt the class. Please be respectful of your classmates and turn off your cell phone during class. Use of electronic devices during class is not recommended. No smoking of any type.

Every student is expected to participate in class discussion through asking questions or answering questions. At the discretion of the instructor points may be awarded to people that are regularly engaged in class and class conversations. There may be class activities and people are expected to participate. You will not be able to make up class activities if you miss class.

Exams: 200 points (Midterm and Final)

Midterm: 100 points Midterm Combination may include essay, short answer and multiple choice. You can bring in one page of notes both sides.

Final: 100 points. Will be announced in class. Note: it is UWSP policy that Final Exams be given during Finals Week-not the week before. Exam will be similar to Midterm.

Group project 300 points (Guidelines, Rubric and Peer Review posted on D2L)

The group semester project is divided into 3 phases. Note Phase 3 has two parts. Individual instructions on each of the phases can be found in D2L. Each phase will need to reviewed with instructor.

Phase 1: 75 points

Select a Public company (Business for Profit Company that issues shares and has shares traded on a US stock exchange.) You will conduct a comprehensive environmental scan identifying environmental factors that will affect the company you have chosen. You will use the tools we cover in chapter 2 such as Porters 5 forces to help you evaluate the trends. You will need this analysis to complete Phase 3 and the presentation. Complete the worksheets, utilize Word and turn in in Hard Copy Binder form. I will return with your grades. All worksheets and completed work must be turned in to the appropriate Drop Box –by one person. **This will be the same person throughout the semester**—otherwise confusion will ensure. All drop box materials will be evaluated by plagiarism software.

Phase 2: 75 points

Conduct a comprehensive analysis of your selected company’s capabilities and resources. Follow the structure of Grant’s Analysis. Read the materials and complete the worksheets.

Phase 3: 75 Points for paper and 75 for presentation (total 150)

PowerPoint and written report. Present your analysis summary and diagnosis of your selected company's strategic situation. Develop 3 feasible strategies that meet the top priorities in your diagnosis. Evaluate your 3 strategies using the strategy evaluation matrix. Propose One convincing recommendation as to what strategy your company should pursue.

Citations

All written assignments are to follow the American Psychological Association (APA) style guidelines for documentation, grammar, spelling, and punctuation. Points will be deducted for those deviating from APA style. Use the Publication manual of The American Psychological Association (6th ed.) for all writing projects you do for this class. Also see D2L for Guidelines.



Grading: Your semester grade is based on the *TOTAL POINTS* awarded-NOT PERCENTAGES. In order to get the grade in the Letter Grade Column you need to accumulate the number of points in the Total Point Range Column.

Grading Scale –Total Points

Grading Scale	Letter Grade	Total Point Range
94% to 100%	A	564-600
90% to 93%	A-	540-563
88% to 89%	B+	528-539
83%-87%	B	498-527
80%-82%	B-	480-497
77%-79%	C+	462-479
73%-76%	C	438-461
70%-72%	C-	420-437
67%-69%	D+	402-419
60%-66%	D	360-401
0%-59%	F	0-359

BUSINESS 480 CAPSTONE SECTIONS 3 AND 5

Date	Class Period	Assignment
1/22 Tues	Introduction to Capstone Course	Review Syllabus, Introductions
1/24 Thurs	Why Planning? Chapter 1-Creating Competitive Advantages	Group Selection/Work on Company Selection/ Team Registration/Peer Review
1/29 Tues	Chapter 1 Creating Competitive Advantages,	
1/31 Thurs	Chapter 2 External Environment	
2/5 Tues	Chapter 2 Catchup and Workday	Review Trends with Instructor
2/7 Thurs	Catch up and Workday on External Environment	Review Trends with Instructor External Trends Due -Binder and Drop Box Due by 5PM on Thurs-Drop box outside office
2/12 Tues	Chapter 2 The competitive Environment 52-72	Review with instructor
2/14 Thurs	Catch Up and Work day	Review Progress with Instructor
2/19 Tues	Workday	Review Progress with Instructor May Skip Class due to Senior Banquet-10:45-12:15
2/21 Thurs	Chapter 3 Internal Environment of Firm/Work Day	Feb 21 May skip class due to Senior Banquet 12:15-1:45
2/26 Tues	Chapter 3 Internal Environment of Firm/Workday Putting Resource and Capability analysis to work-Grant	Phase 1 Completed External Analysis Binder and Drop Box Due (put in appropriate drop box also)
2/28 Thurs	Chapter 4 Recognizing a Firm's Intellectual Assets/Workday	
3/5 Tues	Chapter 4 Recognizing a Firm's Intellectual Assets	Review with Instructor
3/7 Thurs	Workday on Internal Analysis and catch up on any lectures	Deadline for Pro Events-Mar. 8th Review with Instructor
3/12 Tues	Business Level Strategy Chapter 5 Catch up on any Phase 2 issues	Phase 2 Internal Analysis Binder due in my office by 5 PM. (Put in appropriate drop box)
3/14 Thurs	Mid Term In Class	Chapters 1-5
3/19 Tues	Spring Break	
3/21 Thurs	Spring Break	
3/26 Tues	Chapter 6 Corporate Strategy Rumelt and HBR articles/ work time/Strategy Catch Up	

3/28 Thurs	Rumelt and HBR articles/ work time/Strategy Catch Up	
4/2 Tues	Catch Up On Strategies	
4/4 Thurs	Workday Catch Up	
4/9 Tues	Workday Catchup on Strategies	Phase 3 Strategies Binder Due
4/11 Thurs	Pitch Development—what are you going to propose to Executives	Workday on Developing Pitches
4/16 Tues	Workday	Practice Pitches
4/18 Thurs	Workday	Practice Pitches
4/23 Tues	Workday	Practice Pitches
4/25 Thurs	Workday	Workday on Pitch
4/30 Tues	Presentations to Executives	Presentations to Executives
5/2 Thurs	Presentations to Executives	Presentations to Executives
5/7 Tues	Presentations to Executives	Presentations to Executives
5/9 Thurs	Final Binder and Drop Box Materials due	Deadline for 2nd Pro Event May 10th
5/15 Wed	Bus 480-03 11:00 am to 12:15 Class	Final : May 15 8 am to 10 am in Class room
5/16 Thurs	Bus 480-05 12:30 to 1:45 Class	Final May 16 12:30-2:30 in class room

Schedule and contents of Syllabus can change at the instructor’s discretion. Changes will be posted on D2L.