



## **BUS 480--Management Capstone--Fall 2016** **UWSP School of Business & Economics**

For graduating seniors with an Accounting major, an Economics major with a Business Economics option, a general Business major, or a Business major with a FIRE, Management, Marketing, Entrepreneurship or International Business concentration.  
Prerequisites: Bus. 240/340; 325; 330.

*Please take the time to read this hand-out thoroughly. It explains in detail what you will be expected to do to successfully complete this course. Let me know if you have any questions. Changes to this course outline will be made only under extraordinary circumstances.*

**Instructor:** Dr. E. Martin.

**Class meets:**

Sec. 1: Mon./Wed., 12:35 – 1:50 pm, CCC 104.  
Sec. 2: Mon./Wed., 2:00 – 3:15 pm, CCC 104.  
Sec. 3: Thurs., 5:00 – 7:30 pm, CPS 322.

**Contact Information**

E-mail: [emartin@uwsp.edu](mailto:emartin@uwsp.edu) .

Office phone: 346-4303.

Office: Room 410 CPS.

Office hours: Mon., 10:15 – 11:00 am; Wed., 11:00 am – 12:00 pm, Thurs., 2:00 – 3:15 pm.

For most purposes, the best way to contact me between class sessions is to send me e-mail. **To ensure a reply, include a detailed subject line in your e-mail.** Your subject line should be up-to-date (not an old topic from a previous message) AND include your section number.

I check my e-mail and phone messages on a regular basis and am usually able to respond to your messages within 24 hours.

I want to know how you are doing as the course progresses, especially if any problems come up. Communication takes effort from both parties! Don't let a small problem become a major crisis because you haven't talked to me.

**Materials & Course Requirements**

There is one required textbook, available through text rental:

Dess, G. G., Lumpkin, G. T., Eisner, A. & McNamera, G. (2014). *Strategic Management: Text and Cases* (8<sup>th</sup> ed.). New York: McGraw Hill Irwin.

Class readings and handouts will be accessible via D2L (Desire to Learn).

You are expected to have a current UWSP network login and to regularly check your UWSP e-mail account.

## **Classroom Expectations & Academic Honesty**

This course is part of the UW-Stevens Point academic community, an academic community that is bound together by the traditions and practice of scholarship. Honest intellectual work--on examinations and on written assignments--is essential to the success of this community of scholars. Using classmates' responses to answer exam questions or disguising words written by others as your own undermines the trust and respect on which our course depends.

The work in this course is challenging and will demand a good deal of each of you. I have every confidence that each of you can succeed. Doing your own work will enhance your sense of accomplishment when the semester comes to a close.

### ***Classroom Conduct***

Additionally, the classroom environment is a unique opportunity for students to share ideas, voice opinions and discuss course content. As each student is entitled to contribute in class, specific expectations are necessary to ensure a thriving classroom environment. Expectations include: dressing appropriately and muting your cell phones, as well as no loud shouting, excessive side conversations, arriving to class under the influence of any alcohol or drugs, profane language, verbal or physical threats, intimidation of any kind, or any other behavior that may be disruptive to other students or me. If any of this behavior is exhibited, you may be asked to leave the class for the day. Any continued disruptive behavior may result in a referral to the Dean of Students Office.

### ***Safety Statement***

I will immediately notify the authorities about any student who threatens or perpetrates psychological or physical harm to any person (including the student himself or herself).

### ***Electronic Devices***

Electronic devices (phones, tablets, laptops) are to be used for class work only; similarly, in an office meeting, employees might use smart phones to respond to important customers but not to text their friends. If a personal or work issue requires your attention during class time, you may step outside the classroom to respond.

I will deduct **5 points** for in-class texting, ringing cell phones or similar disturbances.

### ***Course Academic Standards***

Cheating in any form, including plagiarism, will not be tolerated. **Any academic misconduct will result in a failing grade for the course.**

All research 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 research projects you do for this class.

While completing your individual writing assignments, you may consult your books and notes and discuss ideas with your fellow students. The assignments are then to be written individually.

While completing your team assignments, you are to make your best effort at contributing towards the team's success.

Using D2L, you will be required to post a copy of most assignments to the anti-plagiarism web site turnitin.com.

## ***University Academic Standards***

As noted on the Dean of Students website, UWS 14 is the chapter of the University of Wisconsin System Administrative code that regulates academic misconduct. UW-Stevens Point implements the rules defined in UWS 14 through our own “Academic Misconduct Campus Procedures.” UWS 14.03 (<http://www.uwsp.edu/dos/Documents/CommunityRights.pdf> ) defines academic misconduct as follows.

Academic misconduct is an act in which a student:

- seeks to claim credit for the work or efforts of another without authorization or citation;
- uses unauthorized materials or fabricated data in any academic exercise;
- forges or falsifies academic documents or records;
- intentionally impedes or damages the academic work of others;
- engages in conduct aimed at making false representation of a student’s academic performance; or
- assists other students in any of these acts.

Examples include but are not limited to: cutting and pasting text from the Web without quotation marks or proper citation; paraphrasing from the Web without crediting the source; using notes or a programmable calculator in an exam when such use is not allowed; using another person’s ideas, words, or research and presenting it as one’s own by not properly crediting the originator; stealing examinations or course materials; changing or creating data in a lab experiment; altering a transcript; signing another person’s name to an attendance sheet; hiding a book knowing that another student needs it to prepare an assignment; collaboration that is contrary to the stated rules of the course, or tampering with a lab experiment or computer program of another student.

Academic integrity is critical to maintaining fair and knowledge-based learning at UW-Stevens Point. Academic dishonesty is a serious violation: it undermines the bonds of trust and honesty between members of our academic community, degrades the value of your degree and defrauds those who may eventually depend upon your knowledge and integrity. Examples of academic misconduct include, but are not limited to: cheating on an examination (copying from another student’s paper, referring to materials on the exam other than those explicitly permitted, continuing to work on an exam after the time has expired, turning in an exam for re-grading after making changes to the exam), copying the homework of someone else, submitting for credit work done by someone else, stealing examinations or course materials, tampering with the grade records or with another student’s work, or knowingly and intentionally assisting another student in any of the above.

### ***Reporting Misconduct***

If you see incidents of misconduct, you should tell me about them, in which case I will take appropriate action and protect your identity. The School of Business & Economics will inform the Dean of Students as required and additional sanctions may be applied. You could also choose to contact the Assistant Dean of Students (Shawn Wilson at [swilson@uwsp.edu](mailto:swilson@uwsp.edu)) and your identity will be kept confidential.

### **Americans with Disabilities Act**

Students who may need accommodations or services to achieve course objectives should see me and contact the Disability Services Office (346-3365) as soon as possible.

## Course Description

“Advanced course in business administration using the case method to develop integrative problem-solving approaches to complex management problems. Analysis, formulation and execution of business strategies.”<sup>1</sup>

Two short quotes from President Eisenhower, referring to his experience with military planning, give great insight:

*“In preparing for battle I have always found that plans are useless, but planning is indispensable.”*

*“Plans are nothing; planning is everything.”*

Further, as the management scholar Peter Drucker wrote:

*“Plans are only good intentions unless they immediately degenerate into hard work.”*

Strategic planning---the focus of this class---is sometimes criticized because things never go exactly as planned. That’s oversimplifying; this doesn’t mean that we shouldn’t spend time on planning. Instead, we need to plan as best we can at present, and be prepared to make adjustments as conditions change.

While you refine your strategic planning skills, you will also be building other important skills for your future professional career. You will be practicing your business writing, presentation, teamwork and creativity skills. In both class discussions and your written work, I will expect careful reasoning and analysis. We will also focus on steps you can take now to boost your professional development, such as improving your resume, learning about LinkedIn and using the InterviewStream system.

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<sup>1</sup> UWSP Catalog.

## **Attendance and Class Participation**

Consistent attendance and frequent class participation will be crucial for doing well in this class. Much of your learning will occur during class discussions. Therefore, it is crucial that you come to class ready to discuss assigned readings. You should expect to be asked to summarize the main ideas from assigned readings and to be able to refer to your notes or a marked-up version of a reading for additional details.

Most cases do not have “right” answers. Consequently, being “right” or “wrong” should not be your concern when contributing to class discussion. Your point of view is important and if there is a later consensus that differs from your viewpoint, that in no way diminishes the value of your earlier comments.

Besides being an active contributor in class, you should also strive to listen carefully to the comments of your fellow students. If you disagree with what someone has said, speak up and explain how and why your viewpoint differs.

**If you are not prepared to discuss the day’s readings, you will be marked absent for 0.5 of a week. If you attend just the first or second half of a once/week class, you will be marked absent for 0.5 of a week.**

**More than two weeks’ worth of absences will result in a deduction of one letter grade from your final course grade.** While you should strive to attend all class sessions, the two weeks of allowed absences should be sufficient to cover illnesses, emergencies, scheduling conflicts, athletic events, work or military-service obligations, etc.

**If a presentation by you or a class test is scheduled, you must call or e-mail me in advance if you will be absent.** Otherwise, you do not need to notify me that you will miss class. If you do miss a class, it will be your responsibility to get the notes and announcements from another student.

## **Permission to use your work or feedback**

I may wish to use a sample of your work or some of the feedback you share with me in future teaching or research activities or projects. Examples: showing students an example of a well-done assignment; discussing teaching techniques at a conference. Of course, if I used some of your work, I would conceal your identity. If you prefer not to have your work included in any future projects of mine, please send me an e-mail indicating that you are opting out of this request. Otherwise, your participation in the class will be taken as consent to have portions of your work or feedback used for teaching or research purposes.

## **SBE Mission**

The UWSP School of Business & Economics educates and inspires students and prepares graduates for success in positions of leadership and responsibility. Our students achieve an understanding of regional opportunities that exist within the global economy. Evidence of our graduates' level of preparation is evident 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.

## **SBE Learning Outcomes**

This course contributes to many of the SBE's learning outcomes:

<b>SBE Learning Outcome</b>	<b>Bus. 480 Learning Outcome</b>
Students will be able to apply core concepts, models and methods from business, accounting and economics in identifying and solving problems.	As part of a semester-long strategic review, students will: <ul style="list-style-type: none"><li>• conduct a Five-Forces assessment of the competitive environment for a selected firm;</li><li>• construct a resources-capability matrix for a selected firm; and</li><li>• analyze the applicability of Porter's generic strategies for a selected firm.</li></ul>
Students will be able to recognize and analyze an ethical dilemma, applying an appropriate ethical framework.	Students will use the TIME/GROW framework to conduct a stakeholder analysis of a strategic management case.
Students will be able to work effectively with others in team settings.	Students will work in teams on a semester-long strategic review of a company.
Students will be able to craft and present an effective professional oral presentation.	Student teams will formally present strategic recommendations, with PowerPoint, to a panel of local executives.
Students will be able to successfully write an effective professional report.	Students will write brief individual reports on key concepts and cases. Student teams will write an in-depth strategic review of a company.

## **SBE Events**

The School of Business & Economics has an exciting series of speakers, discussions, workshops and field trips called **SBE Events**. It is important to take advantage of these learning opportunities outside the classroom. The events are designed to help you make the most out of your time as a student and to prepare for a successful career.

For this course, you must attend **two** official SBE Events. In addition, one of your events (credited to any of your courses) must be from the *Kickstart Your Career* series (Sept. 26—Oct. 4).

- One event must be before the mid-semester cut-off of **Oct. 21**; a second event must be before the end-of-semester cut-off (Dec. 9).
- If you go to extra events before Oct. 21, those credits will carry over into the second half of the semester.
- Attendance at each event will count for 10 points towards your final grade, assuming you have also met the requirement of at least one event from the *Kickstart* series. Not participating in at least one *Kickstart* event will mean a maximum score of 10 points rather than 20 for event attendance.
- More details on the *Kickstart Your Career* series will be available early in the semester. Some of the *Kickstart* events: an *Etiquette Lunch* on Sept. 27; *Becoming a Polished Professional* on Sept. 27; *Networking 101* on Oct. 3; and an *SBE Networking Reception* on Oct. 4.

Visit the SBE Events web site (<http://business.uwsp.edu/events>) for announcements of upcoming SBE Events. You can also follow us on social media:

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

When you attend an event, it is your responsibility to sign in with your Point Card. Attendance at SBE Events will be confirmed with automatic emails to you and updated on the SBE 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 multiple courses with SBE Events requirements, it is your responsibility to make sure you have attended enough events for each course. If you have not attended enough events to cover all of your courses, your attendance will be allocated to your courses in alpha-numeric order.

After Oct. 21 and the end of this semester's events, I will receive reports confirming your attendance. You do not need to do anything else.

Of course, attending more than the minimum number of events is strongly encouraged! As soon-to-be graduates of the School of Business & Economics, you should seek out events that are particularly relevant for your future careers.

For this course, you have the option of writing a structured report on an SBE Event you attended this semester. An optional event report may substitute for a missing or low grade on a Professional Development Exercise.

## Mid-Term Test

To gauge your progress midway the course, I will administer a mid-term test. The test format will be short answers (1-2 paragraphs per question). **Should you not be able to take the test, you must notify me in advance.** Per university policy, if you are sick you should stay home; we will figure out a way for you to make up the points.

- Sec. 1 & 2: Wed., Oct. 26.
- Sec. 3: Thurs., Oct. 27.

## Final Exam

The final exam will consist of a set of individual take-home essay questions, which will be due at the end of your exam period:

- Sec. 1: Wed. Dec. 21, 10:00 am
- Sec. 2: Fri. Dec. 16, 4:45 pm
- Sec. 3: Fri. Dec. 16, 9:15 pm

A face-to-face meeting will not be required.

## Student Responsibilities

- Check with a study partner when you miss a class.
- Keep a copy for your records of all written work submitted.
- Submit selected assignments to D2L (for turnitin.com), as directed.
- Notify me in advance if an emergency situation prevents you from attending class when a presentation by you or test is scheduled.

## Grading

Grades will be calculated based on a total of 300 points.

- **Memo assignment:** 10 points.
- **Professional development exercises:** 10 points x 4 assignments = 40 points
  - An optional SBE Events report may be substituted for one exercise.
- **Team strategic review**
  - 30 points (Part 1) + 30 points (Part 2) + 30 points (Part 3) = 90 points.
  - In-class “pitch” before formal presentation: 10 points
  - Formal PowerPoint presentation = 30 points.
  - Peer reviews of presentations on non-presenting days = 10 points.
- **Mid-term:** 60 points.
- **Final exam:** 30 points.
- **Attendance at two SBE Events (including a Kickstart event):**  
10 points x 2 events = 20 points.