

Instructor: Dave Schanke

Section: 4 9:35-10:50 TR CPS 322

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

It is important to review the section on SBE Events!!!

Contact Information

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Office Hours: See D2L

Materials and Course Requirements

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

Other readings, Videos or Handouts: Posted on D2L

Syllabus: This syllabus and course materials may be modified at the discretion of the instructor.

Announcement of changes will be posted on D2L News section. A requirement of the class is that you check D2L regularly for changes.

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.

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 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. However, you will still be accountable for reading the textbook. If you have questions about something we did not cover in class, please ask.

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/Escape, 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

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.
SBE Events (2 are required)	2 events required 1 early in the semester one prior to the end of the semester. 25 points for each SBE event	50 points (25 points each)	Two SBE events are required for Marketing 330. <u>Problems with SBE events attendance must be taken care of through the SBE office.</u>
Midterm Exam		100 points	Online
Final		100 points	Either on line or in class
Phase 1 group project Team		75 points	Paper and Peer Review and review with instructor
Phase 2 group project Team		75 points	Paper and Peer Review and review with instructor
Phase 3 group project Team		75 points	Paper and Peer Review and review with instructor
Formal Presentation to Executives Team		75 points	Presentation
Professional Development Exercises Individual		5 points each x 4 Activities 20 points	Found in D2L grading based on completion 2 must be completed prior to Spring Break (no exceptions)
Case Study Robin Hood (Text)		10 Points	Group paper to be turned in to drop box
Total		630 Points	

Graded Items

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

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. One event must be before the mid-semester cut-off of **Mar. 10**; a second event must be before the end-of-semester cut-off (May 12). If you go to extra events before Mar. 10, 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.

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.

the semester. I get the SBE attendance statistics from the School of Business and Economics twice per semester. (mid semester cut off and end of the semester).

In order to view current and future SBE events or check on your attendance and whether you have met the SBE requirements of the UWSP School of Business & Economics **go to the SBE Website**.

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 The midterm the class will get a chance to vote and determine if they would like the exam online or in class. If online the exam will be multiple choice.

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. Similar to above

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

This will be a group presentation. 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 identify the key environmental issues you will need to address with your strategy in phase 3.

Phase 2: 75 points

Conduct a comprehensive analysis of your selected company's capabilities and resources. Follow the structure of Grant's Analysis.

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 companies strategic situation. Develop 3 feasible strategies that meet the top priorities in your diagnosis. Evaluate your 3 strategies using the strategy evaluation matrix. Propose a 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.



Adobe Acrobat
Document



Adobe Acrobat
Document

Professional Development Activities -5 points for each activity 4 activities out of the following are required total 20 points. These activities are graded based on whether or not they were completed- with the exception of the written work which will be graded based on content. First two due by

1. Utilize the Lurie Development Plan and Exercise and devise a plan for correcting a behavior that you believe needs to be worked on. (see Development plan and Outline in D2L Personal development section.
2. Read the Lurie “Early career success” 6 page article in Personal development section of D2L and write a one page reflective paper on how these skills are going to help you become effective in your job after graduation.
3. Attend the Kick Start Program on LinkedIn.
4. Go to the Central Wisconsin Collegiate Job Fair on Tuesday February 21st (see Laurie Martin Keefe in Academic and Career Advising 3rd floor Elverson Hall) <http://www.mstc.edu/jobfair/>
5. Utilize Interview Streaming Tool to practice interviewing-available at the Academic and Career Advising Center-see Laurie Martin Keefe. <http://www.uwsp.edu/career/Pages/default.aspx>
6. Review your Resume with the Academic and Career Advising Center-See Laurie Martin Keefe.

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 630 Points

Grading Scale	Letter Grade	Total Point Range
94% to 100%	A	592-630
90% to 93%	A-	567-591
88% to 89%	B+	554-566
83%-87%	B	523-553
80%-82%	B-	504-522
77%-79%	C+	485-503
73%-76%	C	460-484
70%-72%	C-	441-459
67%-69%	D+	422-440
60%-66%	D	378-421
0%-59%	F	0-377

BUSINESS 480

Date	Class Period	Assignment
1/24 Tues	Introduction to Capstone Course	Review Syllabus, Introductions
1/26 Thurs	Chapter 1 Creating Competitive Advantage	Company selection Review of Phase 1 Group formation
1/31 Tues	Chapter 1 Creating Competitive Advantage	Elizabeth Martin to present Kick Start Program
2/2 Thurs	Group Analysis of Robin Hood And development of strategy	Key strategies in analyzing a case Assignment of Robin Hood Case-Make sure you read case prior to class
2/7 Tues	Chapter 2 Analyzing the External Environment	Group Analysis of Robin Hood And development of strategy Paper to be developed by group and turned into drop box next day
2/9 Thurs	Chapter 2 Analyzing the External Environment	Confirmation of company selection-Team Registration due
2/14 Tues	Chapter 3 Assessing the Internal Environment of the Firm	Laurie Martin Keefe -Academic and Career Advising
2/16 Thurs	Chapter 3 Assessing the Internal Environment of the Firm	
2/21 Tues	Chapter 4 Recognizing a firm's intellectual assets	
2/23 Thurs	Chapter 4 Recognizing a firm's intellectual assets	Phase 1 review with Instructor Office Hours or In Class
2/28 Tues	Chapter 5 Business Level Strategy	Phase 1 review with instructor Office Hours
3/2 Thurs	Chapter 5 Business Level Strategy	
3/7 Tues	Chapter 6 Corporate Level Strategy	
3/9 Thurs	Chapter 6 Corporate Level Strategy	
3/14 Tues	Chapter 7 International Strategy	Mid Term Exam Online- Chapters 1-6
3/16 Thurs	Chapter 7 International Strategy	Personal Development projects- 2 due
3/21 Tues	Spring Break	
3/23 Thurs	Spring Break	
3/28 Tues	Chapter 8 Entrepreneurial Strategy and Competitive Dynamics	
3/30 Thurs	Phase 2 Due review with Instructor Office Hours or In Class	Phase 2 Due review with Instructor Office Hours or In Class

4/4 Tues	Phase 2 Due review with Instructor Office Hours or In Class	Phase 2 Due review with Instructor Office Hours or In Class
4/6 Thurs	Chapter 9 Strategic Control and Corporate Governance	
4/11 Tues	Chapter 9 Strategic Control and Corporate Governance	
4/13 Thurs	Chapter 10 Creating Effective Organizational Designs	
4/18 Tues	Chapter 10 Creating Effective Organizational Designs	
4/20 Thurs	Chapter 11 Strategic Leadership, Creating a Learning Organization and an Ethical Organization	Phase 3 Paper due and reviewed by instructor
4/25 Tues	Chapter 11 Strategic Leadership, Creating a Learning Organization and an Ethical Organization	Phase 3 Paper due and reviewed by instructor
4/27 Thurs	Chapter 12 Managing Innovation and Fostering Corporate Entrepreneurship	
5/2 Tues	Chapter 12 Managing Innovation and Fostering Corporate Entrepreneurship	Presentation "Pitch" to Executives rehearsal
5/4 Thurs	Work day catch up	Presentation "Pitch" to Executives rehearsal
5/9 Tues	Presentations	
5/11 Thurs	Presentations	
5/16 Tues	Presentations	Second 2 Personal Development Projects due by close of semester
5/18 Thurs	Final	Final Selected Chapters Chapters not covered

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