

BUSA 421.01 – INTEGRATED BUSINESS CONCEPTS 1

8:30 – 9:20 M, W, F BC 204

FALL 2007

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Office Hrs: 9:30 – 11:20 M, W or by appointment

REQUIRED TEXT:

- Understanding Business Strategies: Concepts and Cases, 1st edition by Ireland, Hoskisson, & Hitt
- Registration on Capstone® Website - www.capsim.com Industry #C21001

COURSE OBJECTIVES: This course is designed to give the student an opportunity to develop and appreciate conceptual skills as needed by higher-level managers in all types of organizations. Emphasis is given to the integration of subject matter from all business courses and other discipline in the discussion and analysis of organizational problems. Subject matter stressed includes decision-making, the planning process, development of organization strategy, formulation of objectives and policies, and the management of "change."

COURSE DESIGN: This course is designed to provide various opportunities for developing critical thinking, analytical, and communication skills. Activities will consist mainly of individual and group exercises, analyses of information and application of theoretical material to students' work or life experiences, and a semester long project.

Assignments	Points	Course Grade
Quiz (10 quizzes @ 15 points each)	150	A = 90-100% B = 80-89% C = 70-79% D = 60-69% F = below 60% If S/U graded, S = 70%
Exam (2 @ 100 points each)	200	
Group Case Analysis & Presentation		
1. Class Evaluation (30 points)	30	
2. Analysis Memorandum (50 points)	50	
3. Professor Evaluation (100 points)	100	
Individual Assignments from Capstone® (40 points)	40	
Group Strategic Analysis & Presentation		
1. Vision and Mission Statement (50 points)	50	
2. "Board" Evaluation (20 points)	20	
3. Simulation Performance (100 points)	100	
4. Final "Board" Report (100 points)	100	
Group Evaluation (60 points)	60	
Attendance	100	
Total points	1000	

QUIZZES

- Ten multiple-choice questions worth 1.5 points apiece for a total of 15 points per quiz.
- Reading the chapter before coming to class is essential to getting a decent grade on quizzes.
- Quizzes will be conducted at the beginning of class and will not be handed out after the first quiz is turned in.

EXAMS

- Essay questions, therefore "blue books" will be required.
- Many questions offered and the student can pick which questions to answer.
- Exams will cover material since the last exam (i.e., no cumulative exam).

GROUP CASE ANALYSIS & PRESENTATION

- 5 - Page “memorandum” is due prior to presenting the case.
- Each group will be responsible for presenting a case to the entire class.
- Groups going earlier will be graded easier than groups going later.
- The presentation should be approximately 35 minutes long.
- Students are encouraged to use visual exhibits as well as innovative presentation techniques.
- Must engage the class and receive participation.

GROUP STRATEGIC ANALYSIS & PRESENTATION

- Vision and Strategy Statement (Copy for the Chairman of the Board [me] is due September 14th). In no more than four typed, double-spaced pages (outline format is fine), summarize your company's vision and intended strategy.
- Each group will submit required information via internet by 11:00 pm on the due date.
- Submissions will take place nine times over the course of the semester.
- After each submission, information will be returned about the industry, which will be important for future decision-making.
- Final Board Report (copy for the Chairman are due December 3rd). Each team will maintain a record of its activities including such things as strategic postures taken, assumptions employed, decisions made, the outcomes of those decisions, and changes felt necessary. Based on this information, each team will report on its Capstone[®] experiences in the form of a report to the Company's Board of Directors and shareholders.
- Each group will make a presentation based on this report. Presentations should be no more than 20 minutes in length.

ATTENDANCE

- 4 or less excused absences receive full credit.
- 2 unexcused absences reduce the credit by 50%.
- Each subsequent unexcused absence decreases by 10% (i.e., 3 unexcused absences = 40% credit, 4 unexcused absences = 30% credit, 5 unexcused absences = 20% credit, 6 or more = no attendance credit).
- An unexcused absence is non-attendance without prior notice of non-attendance. An excused absence is simply informing me (in person, email, or by phone) prior to class.
- Exams and quizzes can be made up at different times, for excused absences, if arrangements are made prior to the date of the exam or quiz.
- Attendance will be taken through a variety of methods (sign-in sheets, case critiques turned-in, quizzes taken, etc.).
- Being a “warm body” is only the beginning of attendance. Participation is a key to attendance.
 - Scale Level of Participation
 - A consistent leader in class participation. Is always prepared and has identified key issues (e.g. financial ratios, key competitive issues, etc.). Responds to comments of the professor and other students. Participation is of the highest quality; comments are relevant, thoughtful, and precise.
 - Reasonably frequent participator in class. Occasionally takes the lead in introducing a new topic. Responds to comments and/or questions posed by the professor, but not as frequently to comments made by other students.
 - Occasional contributions to the class. Occasional responses to the remarks of other students. Rarely, if ever, initiates a discussion.
 - Ideas and illustrations are occasionally forwarded from personal experience in response to the professor's questions. Does not respond to other students. Minimal case preparation.
 - Takes no part in classroom discussion or activities or is not prepared for discussion when called upon.

EXTRA CREDIT

- Will be awarded for extra good case critiques
- Extra good comments in class
- At other times decided by the instructor
- No extra credit will be available after Nov. 15th

Incompletes ("I" grades): Given for passable work that could not be completed due to circumstances beyond the student's control (e.g., severe illness, death in the immediate family). These circumstances must have developed after the last day to withdraw from the course. Requests for "I" grades should be made to the instructor, but must be approved by the Management Department Head.

Withdrawals: It is the responsibility of the student to know important dates such as University drop dates; last day to withdraw with a W is Oct 17. Moreover, it is the responsibility of the student to officially withdraw from any class that he or she intends to drop.

Cheating: Cheating will not be tolerated. Punishment for those caught cheating will be an "F" in the course. The person will also be subject to further sanctions as indicated in the student code of conduct.

Disabilities/Employee Relations: Call the Director of Institutional Equity at 505.646.3635 with any questions you may have about NMSU's Non-Discrimination Policy & complaints of discrimination, including sexual harassment. Call the Coordinator of Services for Students with Disabilities at 505.646.6840 regarding student issues related to the Americans with Disabilities Act (ADA) and/or Section 504 of the Rehabilitation Act of 1973. All medical information will be treated confidentially.

COURSE OUTLINE - BUSA 421.01 – Fall 2007 <i>The schedule is subject to change as the instructor's discretion</i>		
	Date	Subject
Aug	22 Wed	Syllabus
	24 Fri	Foundation of Strategic Management
	27 Mon	Foundation of Strategic Management - Cont'd
	29 Wed	Case Analysis Concepts
	31 Fri	Individual Work Day – Register and Take “Intro” and “Rehearsal” quizzes
Sep	3 Mon	Labor Day
	5 Wed	Case Analysis Concepts - Cont'd & Group Assignments
	7 Fri	Case (United Airlines – Case 20, c-222)
	10 Mon	Chapter 1 Quiz
	12 Wed	First Practice Round Decisions Due
	14 Fri	Vision and Mission Statements Due
	17 Mon	Chapter 2 Quiz
	19 Wed	Second Practice Round Decisions Due
	21 Fri	Case (Enron – Case 11, c-103)
	24 Mon	Chapter 3 Quiz
	26 Wed	First Competition Round Decisions Due
	28 Fri	Case (Air India – Case 2, c-9)
	Oct	1 Mon
3 Wed		Second Competition Round Decisions Due

	5 Fri	Case (Apple – Case 4, c-24) (Group 1)
	8 Mon	Chapter 5 Quiz
	10 Wed	Third Competition Round Decisions Due
	12 Fri	Case (Singapore Airlines – Case 19, c-205) (Group 2)
	15 Mon	Review
	17 Wed	Mid-Term Exam
	19 Fri	Group Work Time
	22 Mon	Chapter 6 Quiz
	24 Wed	Fourth Competition Round Decisions Due
	26 Fri	Case (Kikkomen – Case 17, c-171) (Group 3)
	29 Mon	Chapter 7 Quiz
	31 Wed	Fifth Competition Round Decisions Due
Nov	2 Fri	Case (China Kelon – Case 6, c-56) (Group 4)
	5 Mon	Chapter 8 Quiz
	7 Wed	Sixth Competition Round Decisions Due
	9 Fri	Case (General Motors – Case 14, c-139) (Group 5)
	12 Mon	Chapter 9 Quiz
	14 Wed	Seventh Competition Round Decisions Due
	16 Fri	Case (Avid – Case 5, c-43)
	19 Mon	Thanksgiving
	21 Wed	Thanksgiving
	23 Fri	Thanksgiving
	26 Mon	Chapter 10 Quiz
	28 Wed	
	30 Fri	Review
Dec	3 Mon	Group Presentations (Groups 1 and 2) – Final “Board” Paper Due
	5 Wed	Group Presentations (Groups 3 and 4)
	7 Fri	Group Presentations (Group 5)
	11 Mon	Final Exam

IMPORTANT DATES:		
Instruction begins	Wednesday	Aug 22
Deadline for registration/course addition	Friday	Aug 31
Deadline for filing degree application (students meeting requirements)	Wednesday	Aug 22
Last day to drop with "W"	Tuesday	Oct 16