NEW MEXICO STATE UNIVERSITY  
BA 590  
PROFESSIONAL PAPER & PRESENTATION  
SPRING 2014

INSTRUCTOR:    Bill Smith
OFFICE:        GU 206
OFFICE HOURS:  Tuesday & Thursday: 1:30 - 3:30  
                Wednesday: 1:30 - 3:30  
                Other times by appointment.
OFFICE PHONE:  646-1422
EMAIL:         smith@nmsu.edu

PREREQUISITES: Completion of MBA program courses or consent of instructor.

REQUIRED TEXT: None.


CATALOG DESCRIPTION

Seminar in Management.

COURSE OBJECTIVE

This course will provide students with an opportunity to integrate and apply learned knowledge and critical analytic skills gained during their course of study to a problem or situation facing a real organization. Students will work in teams and research an issue or problem identified for them by the management of a participating company or other organization. Alternatively, students may instead complete an entrepreneurial project in the form of a proposed idea complete with a business plan, analysis, and pro forma financial statements. A final report of research findings or other appropriate format (i.e. complete business plan) will be formally submitted in writing. In addition, a formal oral presentation of your results and findings to the management of the participating client, if applicable, and to a three member panel of NMSU faculty will also be required.

ATTENDANCE

Regular class attendance and active class participation is expected and your grade may suffer if you miss weekly class meetings. Should you have a documented reason that will cause you to miss a class meeting, please discuss this with me in advance of any planned absence.
GRADING

The total points available for this course are as follows:

- Team Project - Written: 150
- Team Project - Oral: 30
- Weekly Presentations (10 @ 3 pts.): 30
- Participation (10 @ 3 pts.): 30
- Team Member Evaluations: 30
- Financial Statement Quiz: 30

Total Points: 300

Letter grades will be determined as follows:

- 270 - 300 = A
- 240 - 269 = B
- 210 - 239 = C
- 180 - 209 = D
- < 180 = F

Note towards the end of the semester I will provide each student with a team member evaluation form. EACH member of each team will complete and submit a confidential grade (1-30 points) for each of their respective team members and the reasons CLEARLY stated in support of the points given, which will be factored into the final grade towards the overall total. This will therefore compensate for those team members who either do not fully contribute or overly contribute to the team project.

If you are taking this course on the S/U grading basis, your grade will be computed in the same manner as those of the other students. You must receive a grade of "B" or better for satisfactory completion of the course. In addition, an incomplete "I" grade will NOT be assigned except under circumstances that clearly comply with university regulations as set forth in the catalog. Also, the only provision for fractional grading (+/-) in this course will be solely at the discretion of the instructor AND only with respect to a minus. For example, the cut off for a “B” is 240; however, if a student was within only a few points, say 238, AND the student timely submitted assignments and fully participated, then consideration may be given for a “B-” grade. This will NOT be a common occurrence and is only provided to those few students who may qualify. Please do not mistake this as an excuse to not put forth your best efforts simply because you expect a bump in your grade. Thus, in the previous example, if your point total was 235 such that you were 5 points away from the cut off then no consideration would be given as a few points means just that. Again, there is NO fractional grading other than the very limited exception as set forth. Thus, from the previous example, if the point total was 235 then the letter grade would be a “C” with no plus added. Should you have any questions, please consult with me.

FINANCIAL STATEMENT QUIZ

There will be an in class quiz that will test your understanding of financial statement content from the material covered in the financial statement class workshops and/or used in your team projects. Further details will be provided in class.
**COURSE STRUCTURE**

**Written Report:**

Your team will be responsible for assembling and providing completed professional copies of your final written report for each member of the faculty panel and the client, if applicable. This will constitute the team project written portion of your course grade. Note that as a team project, each team member will receive the same project grade. Further details will be provided in class.

**Oral Presentation:**

Each team will formally present their project to a three member panel comprised of qualified faculty members of the College of Business. After each presentation, the team will be subjected to a question and answer period from each panel member. The questions may be directed at the team or a specific team member. The basis for the questions may include the presented project and/or business knowledge expected of someone in the final stage of their graduate business program. This will constitute the team project oral portion of your course grade. Note that while the project will be presented by the team, each team member will receive an individual score from the faculty panel based upon the project presentation and answers provided during the question and answer period. Further details will be provided in class.

**ACADEMIC DISHONESTY**

Students are expected to conduct themselves with the highest level of integrity. Academic dishonesty in ANY form will NOT be tolerated and this includes plagiarism. Plagiarism is using another person's work without acknowledgment, making it appear to be one's own. Intentional and unintentional instances of plagiarism are considered instances of academic misconduct and are subject to disciplinary action such as failure on the assignment, failure of the course or dismissal from the university. The NMSU Library has more information and help on how to avoid plagiarism at [http://lib.nmsu.edu/plagiarism/](http://lib.nmsu.edu/plagiarism/). The instructor will pursue every available course of action against any such student. For a definition of academic dishonesty and the related consequences, consult the student handbook. High academic standards will be adhered to in this course.

**EMAIL COMMUNICATIONS**

Your NMSU email account is the official means of communicating with the university. Information critical to your success at NMSU is delivered to you via this account, and you are expected to follow rules and policies provided to you via this communication method. Any email from you to the instructor should be sent either through the CANVAS course management system or through your official NMSU email account. Please be advised that due to privacy and security concerns, we are unable to respond to emails from or about students that do not originate from an official NMSU email address.
TEAM PROJECT - BUSINESS PLAN

A comprehensive business plan for a startup enterprise is an excellent vehicle for demonstrating your business knowledge. While there is no one specific format and required content of a plan, it should, however, include the following components:

1. Project description and objectives;
2. Legal issues including the ownership structure of the proposed entity;
3. Start up resources required and on-going (recurring) costs (labor and capital);
4. Capital budgeting plan and any financing - loans and credit lines;
5. Market analysis, sensitivity (projected demand) analysis and risk analysis;
6. Detailed strategic analysis including discussions addressing ALL related issues;
7. Cost narratives including ethical constraints and details of ALL assumptions used;
8. Pro-forma income statements, balance sheets, and projected cash flows;
9. Cost-Volume-Profit analyses discussions for all three scenarios based upon financials;
10. Evaluation of project feasibility at each of the different operating scenarios.

DISABILITIES & DISCRIMINATION

Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act (ADA) covers issues relating to disability and accommodations. If a student has questions or needs an accommodation in the classroom (all medical information is treated confidentially), contact:

Trudy Luken, Director, Student Accessibility Services (SAS); Corbett Center, Rm. 244; Phone: (575) 646-6840; E-mail: sas@nmsu.edu; Website: www.nmsu.edu/~ssd/. If you have a disability that interferes with your performance as a student in this class, you are encouraged for academic reasons to discuss this on a confidential basis with your instructor, in order to provide reasonable accommodations. If you have already registered with SAS, please make sure your instructor receives a copy of the accommodation memorandum within the first two weeks of class. It will be your responsibility to inform the instructor and the SAS representative (in a timely manner) if the services/accommodations provided are not meeting your needs.

NMSU policy prohibits discrimination on the basis of age, ancestry, color, disability, gender identity, genetic information, national origin, race, religion, retaliation, serious medical condition, sex, sexual orientation, spousal affiliation and protected veterans status. Furthermore, Title IX prohibits sex discrimination to include sexual misconduct, sexual violence, sexual harassment and retaliation. For more information on discrimination issues, Title IX or NMSU's complaint process contact: Gerard Nevarez, Executive Director or Agustin Diaz, Associate Director at the Office of Institutional Equity (OIE); O'Loughlin House; Phone: (575) 646-3635; E-mail: equity@nmsu.edu; Website: http://www.nmsu.edu/~eeo/.
### ASSIGNMENT SCHEDULE

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### IMPORTANT DATES

January 28 - Last day to add a class  
March 11 - Last day to drop with a “W”  
April 17 - Last day to withdraw from the university