
BUSINESS INTEGRATION CAPSTONE in Fall 2019 (BA4050)

Course Code	BA4050	Professor(s)	Gail Hamilton
Prerequisites	None	Office Number	Grenelle, G-2A02
Class Schedule	W: 16:55-18:15 in C-103	Office Hours	Tuesday/Friday 16:45-17:45. Wednesday 14:00-15:00. And I'm almost always available after class.
Credits	2	Email	ghamilton@aup.edu
Semester	Fall 2019	Office Tel. Ext.	email is best

Course Description

Teams of student-managers compete in a complex international business simulation designed to allow them to **demonstrate** mastery of department-level, major, and discipline specific learning objectives. The teams operate a company in the international athletic footwear industry. Using a hands-on experiential approach, teams make strategic management, marketing, human resources, operations, facilities, finance, and corporate social responsibility decisions over ten fiscal years. Students are evaluated on their company's performance, but also on written individual and group analyses of the simulation and on a final comprehensive exam.

Course Learning Outcomes

Critical thinking and application of core competencies in business decision making
Understand the global environment
Understand how firms effectively operate in an international environment
Identify and make recommendations on strategic marketing problems
Develop solutions to problems faced by management.
Understand strategic management concepts
Understand the execution of strategy as practiced by various firms
Communicate well
Work collaboratively

General Education

Does not fulfill Gen Ed requirements.

Course Outline

ORGANIZATION (may be modified as we move through the simulation):

See your Corporate Lobby for decision deadlines and BSG integrated assignments.

4 September: Kick-off and introduction to the game. Download the BSG Player's Guide from Blackboard and start reading the material. Initial comments on team composition and introduction to Assignment 1

11 September: **Assignment 1 due.** Team presentations chosen randomly in class. Continue reading the BSG Player's Guide. Game logons (**bring your laptops**).

18 September: In-class game working session. Bring all relevant materials and your laptops.

20 September: **Practice decision 1 due AND Quiz 1 due** – successfully! – anyone scoring lower than 70 will not be allowed to start the simulation

25 September: Quiz 1 debrief. **Assignment 2 due:** SWOT analysis, structure re-think, bios, feedback in class

2 October: Practice period debrief, game reset, performance measurement

9 October: **Assignment 1 BIS due:** Second pass CVs and possibly performance measurement. In class feedback TBC.

16 October: In class analytical exercise TBC

23 October: **Quiz 2 in class (bring your laptops),** game debrief 1

30 October **Fall break – no class**

6 November: Quiz 2 debrief. Strategic plan debrief. Perceptual/competitive mapping. Guest speaker TBC

13 November: Game debrief 2. Additional material for Assignment 3.

20 November Careers – motivation letters, in class exercise TBC **Assignment 3**

due: Comparative Analysis of the Sector

27 November: Final debrief, review requirements for presentations, career plans. Bring your laptops

4 December: Final presentations, cocktail, and awards – mark your calendars for 16:55 to 19:30

18 December: 15:30 Computer-based comprehensive Final Exam

Textbooks

This course doesn't have any textbook.

Attendance Policy

Students studying at The American University of Paris are expected to attend ALL scheduled classes. If a student misses **more than three classes for any reason** other than study trips (see below), the student will be asked to withdraw from the course or will receive a failing grade. If a student arrives at course meetings more than 10 minutes late it will be considered an absence. Unless otherwise indicated, attendance at the quizzes, final presentations, and final exam is mandatory. Due to the large number of nationalities and faiths represented at the University, religious and national holidays (other than those on the academic schedule) will not be excused. Academic Affairs will excuse an absence for students' participation in study trips related to their courses. IN ALL CASES OF MISSED COURSE MEETINGS, THE RESPONSIBILITY FOR COMMUNICATION WITH THE PROFESSOR AND FOR ARRANGING TO MAKE UP MISSED WORK RESTS SOLELY WITH THE STUDENT.

Grading Policy

ASSIGNMENTS AND SIMULATION DECISIONS: Assignments will be submitted through SafeAssign on Blackboard. Simulation decisions and integrated BSG assignments have fixed deadlines. Deadlines for the latter are listed on your Corporate Lobby. **Once these assignment and BSG deadlines have passed, no work will be accepted.** Please note that I will **not** systematically remind you about deadlines. In particular, put the self and peer-evaluations on your calendars! I will, however, set the simulation decision times roughly according to your wishes.

Grading:

20% Simulation results (group)

7.5% Quiz 1 (individual, can be repeated once but 20% of the points will be docked)

7.5% Quiz 2 (individual)

5% Three-year strategic plan (group)

5% Completion of mid and end-game peer and self evaluation (individual) – **I reserve the right to (systematically) adjust grades by up to one letter based on the peer evaluations.**

10% Related individual and/or group assignments

20% Final presentations (group)

20% Final comprehensive exam (individual)

5% Attendance (individual)

Possible extra credit: second three-year strategic plan (group)

Other
