
BUSINESS INTEGRATION CAPSTONE in Spring 2019 (BA4050B)

Course Code	BA4050B	Professor(s)	Gail Hamilton
Prerequisites	None	Office Number	Grenelle, G-2A03
Class Schedule	T: 16:55-18:15 in PL-3	Office Hours	By email appointment - but I'm almost always available after class
Credits	2	Email	ghamilton@aup.edu
Semester	Spring 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

Scheduling may change. See your Corporate Lobby for simulation deadlines and integrated activities. Other assignments and deadlines are posted on Blackboard.

22 January: 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

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

5 February: In-class game working session. Bring all relevant materials and your laptops.

(8 February) *Practice decision 1 due AND **Quiz 1 due – successfully!** – anyone scoring lower than 70 will not be allowed to start the simulation)*

12 February: Quiz 1 debrief. **Assignment 2 due - Strategic vision and mission, organizational structure re-think, current and needed talent.**

(15 February: *Practice decision 2 due)*

19 February: Practice period debrief, game reset. Performance measurement

(22 February: *Y11 decision due – exact TIMING for this and further decisions TBD)*

26 February: Faculty retreat: no class. Office hours with team meetings Thursday 28 March, times TBD.

4-15 March: Spring break

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

26 March: In-class analytical exercise. Game debrief.

2 April: **Quiz 2 in class (bring your laptops).**

9 April: Quiz 2 debrief. Strategic plan debrief. Competitive/perceptual mapping.

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- 16 April: Game debrief 2. Additional material for Assignment 3.
- 23 April: **Assignment 3 due: Comparative analysis of athletic footwear market.** Careers – motivation letters, in class exercise TBC
- 30 April: Final debrief. Review requirements for presentations. Career plans. Bring your laptops.
- 7 May: Final presentations. IBA department dinner and awards – mark your calendars for 15:30 to 22:30
- 14 May: 15:30 Computer-based Comprehensive Final Exam

Textbooks

Title	Author	Publisher	ISBN	Required
no books				No

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. 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

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, no repeats)

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
