

<b>Course</b>	MNGT 6000: Integrated Studies in Management	
<b>Term</b>	Summer 2009	
<b>Instructor</b>	Name:	Dennis Shannon
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<b>Catalog Description</b>	In this capstone course, the student is expected to synthesize and integrate the conceptual and theoretical knowledge and understanding acquired in the curriculum by use of case study analysis, a research project, or management plan. The emphasis is on the student's development of written analytic material that can be utilized for program assessment as well as individual student assessment.	
<b>Prerequisites</b>	Completion of all management core courses.	
<b>Course Level Learning Outcomes</b>	<p style="text-align: center;"><b>Course Statement of Objectives</b></p> <p>A. To cultivate the craft of thinking strategically about a business, its competitive position, challenges and opportunities.</p> <p>B. To develop the skills and judgment necessary to analyze and reformulate the strategies of firms in a variety of industries and competitive situations, domestically and internationally.</p> <p>C. To focus on the resources and capabilities required to successfully implement a strategy to achieve a sustainable competitive advantage.</p> <p>D. To integrate and synthesize the concepts developed in previous core courses into a personal inventory of management tools.</p>	
<b>Materials</b>	<p><b><u>The Business Strategy Game</u></b> – online edition 2009 – McGraw-Hill</p> <p><b><u>Crafting &amp; Executing Strategy</u></b> by Thompson, Strickland and Gamble; 17<sup>th</sup> ed.</p>	
<b>Grading</b>	<u>COURSE REQUIREMENTS</u>	<u>PERCENT OF GRADE</u>
	Quiz #1	5 %
	Quiz #2	10
	3 year strategic plan	15
	SWOT analysis	15
	Business Strategy Game	45
	Participation / peer evaluation	<u>10</u>
		<b><u>100</u></b>

<b>Additional Information</b>	Students are expected to have access to the Internet and Microsoft Excel.
<b>Policy Statements: University Policies</b>	<p>University policies are provided in the current course catalog and course schedules. They are also available on the university website. This class is governed by the university's published policies. The following policies are of particular interest:</p> <p><b>Academic Honesty</b> The university is committed to high standards of academic honesty. Students will be held responsible for violations of these standards. Please refer to the university's academic honesty policies for a definition of academic dishonesty and potential disciplinary actions associated with it.</p> <p><b>Drops and Withdrawals</b> Please be aware that, should you choose to drop or withdraw from this course, the date on which you notify the university of your decision will determine the amount of tuition refund you receive. Please refer to the university policies on drops and withdrawals (published elsewhere) to find out what the deadlines are for dropping a course with a full refund and for withdrawing from a course with a partial refund.</p> <p><b>Special Services</b> If you have registered as a student with a documented disability and are entitled to classroom or testing accommodations, please inform the instructor at the beginning of the course of the accommodations you will require in this class so that these can be provided.</p> <p><b>Disturbances</b> Since every student is entitled to full participation in class without interruption, disruption of class by inconsiderate behavior is not acceptable. Students are expected to treat the instructor and other students with dignity and respect, especially in cases where a diversity of opinion arises. Students who engage in disruptive behavior are subject to disciplinary action, including removal from the course.</p>
<b>Course Policies</b>	Students are expected to exhibit strong interpersonal and communication skills. Additionally student involvement should reflect a professional attitude, pride in workmanship, and ability to succeed in a competitive environment.
<b>Weekly Schedule</b>	<p><b>Week 1      <u>June 3<sup>rd</sup></u></b></p> <ul style="list-style-type: none"> <li>▪ Course orientation and discussion syllabus.</li> <li>▪ Read <i>The Business Strategy</i> Game Player's Manual.</li> <li>▪ Formulation of teams for simulation game.</li> <li>▪ Quiz 1 due on Saturday, June 6<sup>th</sup> @ 11:59 pm</li> <li>▪ Practice decision 1 due on Saturday, June 6<sup>th</sup> @ 11:59 pm</li> </ul>

**Week 2**      **June 10<sup>th</sup>**

- Discussion of the results of practice decision 1
- **Practice decision 2** due on Saturday, June 13<sup>th</sup> @ 11:59 pm
- Review of quiz #1 results
- Strategy alternatives: focused or broad
- Teamwork on *Business Strategy Game*

**Week 3**      **June 17<sup>th</sup>**

- Discussion of the results of practice decision 2
- **Year 11 decision** due on Saturday, June 20<sup>th</sup> @ 11:59 pm
- Teamwork on *The Business Strategy Game*

**Week 4**      **June 24<sup>th</sup>**

- Discussion of the most recent results of **BSG**
- Year 12 decision due on Wednesday, June 24<sup>th</sup> @ 11:59 pm
- Teamwork on *The Business Strategy Game*

**Week 5**      **July 1<sup>st</sup>**

- Discussion of the most recent results of **BSG**
- **Year 13 decision** due on Tuesday, June 30<sup>th</sup> @ 11:59 pm
- Written SWOT analysis due on Sunday, July 5<sup>th</sup> @ 11:59 pm
- Teamwork on *The Business Strategy Game*

**Week 6**      **July 8<sup>th</sup>**

- Discussion of the most recent results of **BSG**
- **Quiz 2** (available July 1<sup>st</sup>) due on Tuesday, July 7<sup>th</sup> @ 11:59 pm
- **Year 14 decision** due on Tuesday, July 7<sup>th</sup> @ 11:59 pm
- Private discussion of your firm's SWOT analysis
- Class discussion of 3 year strategic plan requirements
- Discussion of quiz #2 results
- Teamwork on *The Business Strategy Game*

**Week 7**      **July 15<sup>th</sup>**

- **3 year strategic plan** due on Tuesday, July 14<sup>th</sup> @ 11:59 pm
- Discussion of the most recent results of **BSG**
- **Year 15 decision** due on Tuesday, July 14<sup>th</sup> @ 11:59 pm
- Teamwork on *The Business Strategy Game*
- **Year 16 decision** due on Saturday, July 18<sup>th</sup> @ 11:59 pm

**Week 8**      **July 22<sup>nd</sup>**

- Discussion of the most recent results of **BSG**
- Discussion of **3 year strategic plan results**
- **Year 17 decision** due on Tuesday, July 21<sup>st</sup> @ 11:59 pm
- Teamwork on *The Business Strategy Game*

**Week 9**      **July 29<sup>th</sup>**

- **Year 18 decision** due on Saturday, July 25<sup>th</sup> @ 11:59 pm
- Review and discussion of final results of *The Business Strategy Game*

