

Louisiana Tech University
Business Administration Capstone
BUSN 495-002: Winter 2009
Syllabus

Class Hours: 02:00-03:50 pm TR, CAB 214

Instructor	Mr. Guclu Atinc
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Office Hours	Mon 1 pm-3 pm Tue 11 am-1 pm Wed 1 pm-3 pm Thu 11 am-1 pm Fri 1 pm-3pm

Required Text: *Crafting and Executing Strategy-The Quest for Competitive Advantage: Concepts and Cases* by Arthur A. Thompson, Jr., A.J. Strickland III, John E. Gamble, McGraw-Hill Irwin, 17th edition.

Prerequisite Courses: CIS-310, ECON-310, FINC-318, MKTG-300, MGMT-310, BUSN-420, MGMT-333 or ACCT-308

Course Description: The focus of this course is on strategic management and business policy formulation and implementation. This course is designed as a “capstone course” to aid the students in synthesizing and applying knowledge accumulated throughout their studies in earlier courses and to introduce them with concepts unique to strategic management. A case based approach is used to provide the students with the opportunity to integrate the functional concepts, skills and techniques acquired in previous courses and to apply these skills to actual business cases.

Course Objectives: Objectives of this course include but are not limited to: integrating the disciplines you have already studied, applying theories and concepts relevant to strategic management, analyzing internal strengths and weaknesses and recognizing external opportunities and threats, strategic planning at functional, business, corporate and international levels, and using both oral and written communication techniques to facilitate an effective strategic management process.

Special Needs: Students needing testing or classroom accommodations based on a disability are encouraged to discuss those needs with the instructor as soon as possible. Instructor will try to do everything possible to accommodate students’ special needs if the notification is done in advance.

Academic Honor Code: Students are expected to abide by Tech’s policy on academic honesty. Students who engage in academic dishonesty are subject to disciplinary penalties. This rule will be strictly enforced. Please refer to Louisiana Tech University’s academic honor code in the university catalog <http://www.latech.edu/students/judicial-affairs.shtml>

Course Communication: Students are encouraged to check their e-mail and blackboard accounts at least once a day for class information. Students are responsible for information sent to them via either form of communication. If you do not regularly check your university email address, change your Blackboard e-mail address to the one that you do check.

Course Conduct: Students are required to put their cell phones at silence mode. Text messaging, listening to music from mobile audio devices, surfing the internet or using online chat programs are not permitted. Students are expected to come to class with energy and enthusiasm to learn. As all of you have senior standing and about to move on to professional life, I expect you to reflect the required professionalism in class. Students who leave early without advance notice to the instructor and sleeping during the class session will be marked as absent.

Attendance: Attendance will be recorded daily. For each unexcused absence, 3 points will be deducted from your attendance grade. If you are absent more than 3 times you will not receive any attendance points and participation points. If you have a documented reason for being absent, please contact the instructor to be allowed to take the make-up quizzes or exams at the end of the quarter. Students are required to make up for any in-class activity or assignment based on the instructions provided by the instructor. Assignments that are originally assigned for outside of class are supposed to be turned in together with the official excused absence documentation at the beginning of the first class session student attends.

Cases: Part 2 of your textbook contains several cases that will be used to integrate the material you were exposed to in your previous classes and some new material you are going to be exposed in this class. Cases constitute to be the major part of this course. First, you have to read the assignment cases thoroughly prior to class discussion. Second, you have to write a summary of each assigned case and answer the corresponding questions (if assigned). Both the summary and the answer to the questions should be typed and turned into me at the end of the class session. The case method is intended to lead us to a debate. During this debate, sometimes we will reach a consensus while other times a single “right answer” may not emerge. The idea is not always to find the right answer but the reasoning process we adopt in our analyses.

Each student is required to provide the summary of the assigned case and answer the assigned questions. The summary and the answers should be typed and to be turned in at the end of the class session. Turning in the assignments does not mean you will get the full points. I will compare the quality of your work to your classmates and will distribute the points accordingly. For instance, financial analysis and careful attention to exhibits and tables are necessary for the development of recommendations that are sound. Failing to turn in your case summaries and case question answers at the end of the class session will result in an automatic zero for that case. We will cover 10 cases over the quarter so that means you will turn in 10 documents for the assigned cases.

Group Case Analysis/Presentation/Discussion: In addition to the above mentioned individual case assignments, each group (composed of 5 to 6 members) will be assigned to analyze a case and present it in class using visual aids (e.g., handouts, PowerPoint slides, overheads). Use the concepts you learn in this class and previous classes to perform your analysis. All team members are required to participate in the presentation. All team members are required to dress professionally during the presentations. You have about 40 minutes for the presentation, followed by Q&A. I encourage you to be creative during these presentations. Keep in mind that, one purpose of this class is to get you ready for the professional life so I want to see energetic and creative Business Majors making these presentations. At the end of the presentation, following the Q&A session, I will ask your classmates to rate your group’s performance. You will also get

to rate your groups members based on their contribution to the presentation. I do not want you to come to me to complain about your group members, solve problems in your group as if you will do in real life. Keep in mind that, 25 percent of your grade for the group presentation will depend on how your classmates rate your group as a whole and how your group members rate you individually. In other words, learn how to impress your audience and how to work in groups. It is up to you to organize your presentation, but you should address at least the assignment questions as well as the following issues:

- Diagnosing the company's situation, including external opportunities and threats, internal strengths/capabilities/resources and weaknesses/liabilities, through financial analysis, etc.
- Identifying problems the company is facing
- Developing various action alternatives that can address the problems
- Analyzing the pros and cons of various action alternatives
- Making your conclusion and recommendations as specific as possible

Quizzes: There will be a quiz for each chapter on the day it is discussed. Quizzes are designed to make sure you read the chapters beforehand. There will be 10 questions in each quiz. If you miss a quiz because of an officially documented excused reason, you have to contact me immediately to take a make-up quiz at the end of the quarter.

Exams: There will be 2 exams. Exams may include multiple choice, short answer or essay type questions. If an exam is missed without an excused reason, students will not be allowed to make up for it right away. Make-up exams will be given at the end of the quarter.

Grading:

Attendance	20	Points
Participation*	30	Points
Quizzes (5 points each)	50	Points
Individual case summaries (10 point each)	100	Points
Group case analysis/presentation/discussion (25 points based on how your classmates rate your group and 25 points based on how other group members rate you)	200	Points
EXAM 1	200	Points
EXAM 2	200	Points

*Participation includes meaningful contributions to class discussion

Final grades will be assigned as follows: A=720-800 points, B=640-719 points, C=560-639 points, D=480-559 points, F=less than 480 points.

The schedule for the quarter is prepared below. Keep in mind that the below schedule is tentative and subject to change throughout the quarter.

COURSE SCHEDULE

DATE		TOPIC	READING ASSIGNMENT	NOTE
3- Dec	THU	Chapter 1 - What is Strategy and why it is important?	Chapter 1	Introduction to class, Syllabus, Formation of groups
8- Dec	TUE	Chapter 2 - Leading the Process of Crafting and Executing Strategy	Chapter 2	Quiz on Chapter 1 and 2 (20 points total)
10- Dec	THU	Chapter 3 - Evaluating a Company's External Environment	Chapter 3	Quiz on Chapter 3
15- Dec	TUE	Chapter 4 - Evaluating a Company's Resources and Competitive Position		Quiz on Chapter 4
17- Dec	THU	Chapter 5 - The Five Generic Competitive Strategies Which one to Employ?	Chapter 5	Quiz on Chapter 5
5- Jan	TUE	Chapter 6 - Supplementing the Chosen Competitive Strategy: Other Important Business Strategy Choices	Chapter 6	Quiz on Chapter 6
7- Jan	THU	EXAM 1		Chapters 1,2,3,4,5,6
12- Jan	TUE	Chapter 7 - Competing in Foreign Markets	Chapter 7	Quiz on Chapter 7
14- Jan	THU	Chapter 8 - Diversification: Strategies for managing a group of business	Chapter 8	Quiz on Chapter 8
19- Jan	TUE	Chapter 9 - Ethical Business Strategies	Chapter 9	Quiz on Chapter 9
21- Jan	THU	Chapter 10 - Building an organization capable of good strategy execution	Chapter 10	Quiz on Chapter 10
26- Jan	TUE	Case # 1: Whole Foods	Case #1	Group Presentation Individual case analysis for Whole Foods due
28- Jan	THU	Case #2: Costco Case #5: Competition in Movie Rental Industry	Case #2, Case #5	Individual case analyses for Costco and Movie Rental cases due
2- Feb	TUE	Case #6: Dell Inc. in 2008	Case #6	Group Presentation Individual case analyses for Dell case due
4- Feb	THU	Case #7: Apple Inc. in 2008	Case #7	Group Presentation Individual case analysis for Apple case due
9- Feb	TUE	Case #8: Panera Bread Company	Case #8	Group Presentation Individual case analysis for Panera case due
11- Feb	THU	Case #11: Competition in Video Game Consoles Case #12: Nintendo's Strategy of Wii	Case #11, Case#12	Individual case analyses for Video Game Consoles and Nintendo cases due
18- Feb	THU	Case # 13: Corona Beer	Case #13	Group Presentation Individual case analysis for Corona case due
23- Feb	TUE	Case # 22: Wal-Mart Stores, Inc. in 2008 Review and Wrap-up for Final Exam	Case #22	Group Presentation Individual cases analysis for Wal-Mart case due
25- Feb	THU	FINAL EXAM		Chapters 7, 8, 9, 10

