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Level:	Undergraduate	Location:	VOS122, Lebanon Campus
Semester:	FALL 2011	Days/Time:	MWF/10-10:50
Instructor:	Dr. Rick Bonsall	Email:	wrbonsall@mckendree.edu
Office Phone:	618-537-2143	Office:	907 Royse, Room 1, Lebanon
Cell Phone:	618-304-9648	Office Hours:	See schedule below

OFFICE HOURS (or by appointment)

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
By appointment	2 – 3 PM	1:30 – 2:30 PM	2 – 3 PM	1:30 – 2:30 PM

***Blackboard will be used to share information and documents.
 Also, monitor your McKendree University email daily for course information.***

Teaching Philosophy:

To actively engaged the student in a variety of learning activities that include both individual and group work. Furthermore, the objective is to connect the course concepts with real world events by analyzing actual business behavior through an assortment of methods.

How to Succeed in this Course:

Each person has his/her own definition of success. The definition for success in this course is achieving a B or higher. That is a reasonable expectation if you attend class, study for quizzes and exams, complete all assignments and complete them on time. All assignments will have rubrics to enable you to perform to a B or higher level.

Course Description:

This is a capstone course designed to further develop the business student's decision-making ability using case studies, exercises, and simulations. Students will identify problems, develop alternatives, and present results. Prerequisite: Senior status and completion of business core

Course Objectives:

1. To provide students with an understanding of strategy formulation and implementation for individual companies.
2. To develop/enhance students' abilities in evaluating business risks and strategy.
3. To acquaint students with different business models and how those models fit different situations.
4. To help students understand leadership and how good leadership can be recognized and developed.

Course Text and Materials:

Thompson, Peteraf, Gamble and Strickland, *Crafting and Executing Strategy*, 18th Edition. McGraw-Hill. ISBN: 0077866274. This should come with the **CONNECT** access card (**required**).

The GLO-BUS Simulation (register to participate at www.GLO-BUS.com) **To complete registration, you will need (1) either a credit card OR the Prepaid Access Code on the card that was shrink-wrapped with your copy of the text AND (2) the company registration code provided by the instructor.**

GENERAL CLASS POLICIES

Classroom Behavior:

Cell phones and pagers must **not** be used in class. In the highly unlikely event that they are necessary, they must be used in vibrate mode and permission for their use must be obtained beforehand. **Texting or other use of the cell phone or similar device during the class session may result in grading penalties.**

There will be no tolerance for obscene language, name calling, or other disrespectful activity. Students should not eat in the classroom, and students are required to clean up any spilled beverages.

Note 1: If I am not in class, wait at least 30 minutes before leaving. You have my cell phone, so before anyone leaves someone in class should call me at the 30 minute point.

Participation:

Students must participate in the class activities. Participation involves responding to the discussion questions, reading discussion question responses of other students, asking questions, and turning in all assignments.

Late Assignments:

All assignments are required to be turn in by the assigned due date. Late assignments may not be accepted. If accepted, late assignments will be *penalized a minimum of 20% of the grade*. Higher penalties may be given on a case-by-case basis after the instructor has reviewed the situation.

Communications:

Maximum response time by the instructor will be within 48 hours of the student's inquiry. Inquiries should be made through a request during class, email, or phone.

Attendance:

Students voluntarily absenting themselves from class meetings assume responsibility for sanctions imposed by the instructor. Each instructor has the responsibility of making clear to the students in writing what the attendance policy will be in each course. Unless otherwise stated, three hours of unapproved absence are the maximum allowable without academic penalty.

Student Absences for Official University Functions

Students shall be excused without penalty from class to participate in official University sanctioned student activities, including intercollegiate athletic competitions, debate meets, band and choir performances, University field trips, and other events approved by the Provost. Students are not to be excused from class to attend practices. In addition, students must give satisfactory notice to their instructors prior to scheduled absences.

Students are responsible for all content and assignments missed while absent from class to attend University sanctioned student activities. Any deviation from this policy must be approved by the Provost.

VA Policy on Class Attendance

According to the "Veterans Education and Employment Assistance Act of 1976," veterans who are absent from a class for an excessive amount of time must be reported for non-attendance to the Veterans Administration. The veteran's last date of attendance is determined by the instructor's roll book. A veteran or eligible person will receive no benefits for a course audited.

Quizzes/Exams [General Info]:

Students are expected to take the quizzes and examinations as scheduled. There are 12 textbook quizzes and two GLO-BUS simulation quizzes. See Quiz Schedule below

The examination dates can be determined from the schedule at the end of this syllabus. **A makeup quiz/examination will be given only if the instructor is NOTIFIED IN ADVANCE, and if the instructor determines that a makeup quiz/examination is warranted.** Generally, no early quiz/examinations will be given.

Examinations:

Because of the variety of other assignments, there will be only two exams. See the course schedule for the dates.

Midterm exam – essay, additional details provided in class

Final exam – essay, additional details provided in class.

Quizzes:

The quizzes are provided to enhance your learning. The quizzes allow you the opportunity to review the chapter information. Consequently, the quizzes are set to be taken during the time the associated chapter is discussed. The quizzes have a 30 minute time limit. It is your responsibility to ensure you allow yourself sufficient time to complete the quizzes prior to the final due date. Waiting until the “last” minute (***as perceived by me***) to take the quizzes and then having technical difficulties, etc. that prevent you from completing them will not be considered a valid excuse to have them reset. Those quizzes you are unable to complete will be given a grade of zero.

Chapter	Quiz	Date available (1 AM)	Date due (6 PM)	Time limit (MINUTES)
1	1	8/29/11	9/8/11	30
2	2	9/9/11	9/16/11	30
3	3	9/16/11	9/23/11	30
4	4	9/23/11	9/30/11	30
5	5	9/30/11	10/7/11	30
6	6	10/7/11	10/12/11	30
7	7	10/19/11	10/26/11	30
8	8	10/26/11	11/2/11	30
9	9	10/31/11	11/7/11	30
10	10	11/7/11	11/14/11	30
11	11	11/14/11	11/21/11	30
12	12	11/21/11	11/30/11	30

GENERAL ASSIGNMENT INFORMATION

GLO-BUS SIMULATION:

Registration is a course requirement (register at www.glo-bus.com). GLO-BUS is an online, PC-based exercise where you run a digital camera company in head-to-head competition against companies run by other class members. This is a team activity.

The purpose of this simulation is to employ the concepts and principles you've learned throughout your Business Degree program. Companies produce entry-level and upscale, multi-featured cameras of varying designs and quality in a Taiwan assembly facility and ship assembled cameras directly to retailers in North America, Asia-Pacific, Europe-Africa, and Latin America. There are 2 practice rounds and 10 graded rounds. Additional information (grading rubric, etc.) will be on Blackboard and shared in class.

COMPANY PRESENTATION:

This course is designed to be application based. Therefore, your analysis of why you were successful or why you were not is a critical learning outcome. Each team will develop a presentation that reviews their decision making during the simulation. As stated, the objective is to explain what worked well and where things went wrong. This presentation should be 15 minutes and each team member must present. Additional information (grading rubric, etc.) will be on Blackboard and shared in class.

*Failure to present the Company Presentation during the class session the day it is due will result in a grade of zero for that activity. **In addition, failure to be present during other groups' presentation may result in a reduction of your presentation grade.***

CHAPTER ASSIGNMENTS:

There are nine chapter assignments. These assignments are accessed through **CONNECT** and/or Blackboard. A **CONNECT** account (CONNECT access card can be obtained through the bookstore or McGraw-Hill) is required even if accessed through Blackboard. These are individual work assignments. **See end of syllabus for chapter assignment due dates.**

Failure to turn in the assignment by the due date will result in at least a 20% penalty and possibly a grade of zero.

Article:

Each student will select and discuss an article with business implications. The purpose is to demonstrate an understanding of the business environment and to tie the concepts discussed in class to current events. Additional criteria will be posted on Blackboard and discussed the first day of class.

The remainder of the class will be prepared to question and challenge the conclusions of the presenter.

Failure to present the article during the class session the day it is due will result in a grade of zero for that activity.

GLO-BUS Peer Evaluations: Required – if you do not rate your peers your score will be zero.

SELECTED MCKENDREE UNIVERSITY COURSE POLICIES

Academic Honesty:

Any student detected of cheating or engaging in plagiarism on any exam or paper, or participating in any other form of academic dishonesty, will receive the appropriate sanctions, which can include a failing grade ("F") for the course. Please visit with me regarding any questions. In cases of serious violations, additional sanctions (such as academic probation or suspension) are possible.

ADA Policy:

A student requiring assistance with the technical portions of the course should contact the Instructor or the Academic Support Center. Services for Students with disabilities are provided through the McKendree Academic Support Center (MASC) in order to help the student integrate into the entire university experience. MASC provides coordination and implementation of special accommodations for students with documented disabilities.

Challenges to Academic Decisions:

Students who think that their work has been improperly evaluated or who think that they have been unfairly treated in any academic decision may use the grievance procedures found in the catalog.

Course Deletions/Additions:

Students may drop or add courses according to the schedules posted by the Office of Academic Records for each semester. Drops and adds are not effective until recorded by the Registrar. A course may not be added after one week from the first class meeting.

Email:

Every student is issued a McKendree email account, which is one of the major means of communication from departments such as the Office of Academic Records, Student Affairs and the Business Office. All students are responsible for checking their McKendree email accounts regularly, and are accountable for information disseminated to their email accounts. Failure to read university communications sent to McKendree email accounts does not absolve students from knowing and complying with the content of these communications.

Severe Weather Policy:

Under severe weather conditions, university officials will announce whether the university is open, closed, or on a snow schedule. Announcements for the Lebanon Campus will be posted on the McKendree web site, KMOX radio (1120 AM), and KMOV television (Ch. 4).

Snow schedule – Lebanon Classes beginning at 8:00 a.m. and 9:00 a.m. are cancelled; 9:30 a.m. classes will begin at 10:00 a.m. Normal class schedule resumes beginning with 10:00 a.m. classes. All offices open at 10:00 a.m.

Students taking courses at locations other than the Lebanon campus should check their email and contact the director of their program for additional information about weather related class cancellations.

Students are responsible for all material whether or not it is discussed in class.

The instructor reserves the right to make adjustments to the grading criteria.

GRADING INFORMATION	
Activity	Value
Quiz 1 – GLO-BUS – Open book	50 points
Quiz 2 – GLO-BUS – Open book	70 points
GLO-BUS Simulation (Team)	220 points (10 rounds @ 22 points each)
GLO-BUS 3-Year Strategic Plan #1 (Team))	50 points (100 point 3 year average X 0.50)
GLO-BUS 3-Year Strategic Plan #2 (Team)	50 points (100 point 3 year average X 0.50)
GLO-BUS Mid-term peer evaluation	15 points
GLO-BUS Final peer evaluation	15 points
Company Presentation (Team)	80 points
Mid-term exam (Individual)	60 points
Final exam (Individual)	90 points
Chapter assignments (individual)	90 points (10 points each)
Article (Individual)	30 points
Textbook Quizzes – 12 (Individual)	120 points (10 points per quiz)
BUSINESS ASSESSMENT TEST	10 points
Participation (Subjective – points assigned at the discretion of the instructor – attendance, contributes to discussion, attitude, etc.	50 points
TOTAL	1000
EXTRA CREDIT	There may be limited extra credit for top team slogan, etc. Details provided when opportunity arises.

950 points for an	A	95%
900 points for an	A-	90%
870 points for a	B+	87%
840 points for a	B	84%
800 points for a	B-	80%
770 points for a	C+	77%
740 points for A	C	74%
700 points for a	C-	70%
650 points for a	D	65%
Less than 650 points for a	F	Below 65%

Late Assignments Penalty Reminder:

All assignments are required to be turn in by the assigned due date. Late assignments may not be accepted. If accepted, late assignments will be **penalized a minimum of 20% of the grade**. Higher penalties may be given on a case-by-case basis after the instructor has reviewed the situation.

Students are responsible for all material whether or not it is discussed in class.

COURSE CALENDAR			
Class	Date	Activities	Information: be prepared to discuss the scheduled chapter and associated assignments.
W1 – C1	8/29/11	Introduction to course; review simulation	Syllabus, assignments, etc
W1 –C2	8/31/11	Chapter 1; review simulation	
W1 – C3	9/2/11	Chapter 1; review simulation	
N/A	9/5/11	NO CLASS – LABOR DAY	NO CLASS – LABOR DAY
W2 – C4	9/7/11	Work on simulation	Practice round 1; GLO-BUS quiz 1
W2 –C 5	9/9/11	Chapter 2	
W3 – C6	9/12/11	Work on simulation	Practice round 2
W3 – C7	9/14/11	Chapter 2	(Simulation reset at Noon)
W3 – C8	9/16/11	Chapter 3	Article presentation
W4 – C9	9/19/11	Work on simulation	Round 1, Y6
W4 – C10	9/21/11	Chapter 3	Article presentation
W4 – C11	9/23/11	Chapter 4	Article presentation
W5 – C12	9/26/11	Work on simulation	Round 2, Y7
W5 – C13	9/28/11	Chapter 4	Article presentation
W5 – C14	9/30/11	Chapter 5	Article presentation
W6 – C15	10/3/11	Chapter 5	Article presentation
W6 – C16	10/5/11	Work on simulation	Round 3, Y8
W6 – C17	10/7/11	Chapter 6	Article presentation
W7 – C18	10/10/11	Chapter 6	Article presentation
W7 – C19	10/12/11	Work on simulation	Round 4, Y9; GLO-BUS quiz 2
N/A	10/14/11	NO CLASS – FALL BREAK	NO CLASS – FALL BREAK
W7 – C20	10/17/11	Mid-term exam	Mid-term exam
W8 – C21	10/19/11	Chapter 7	Article presentation
W8 – C22	10/21/11	Work on simulation	Round 5, Y10; 3-year plan
W8 – C23	10/24/11	Chapter 7/8	Article presentation

COURSE CALENDAR			
Class	Date	Activities	Information: be prepared to discuss the scheduled chapter and associated assignments.
W9 – C24	10/26/11	Chapter 8	Article presentation
W9 – C25	10/28/11	Work on simulation	Round 6, Y11;
W9 – C26	10/31/11	Chapter 9	Article presentation; Peer evaluation-midterm
W10 – C27	11/2/11	Chapter 9	Article presentation
W10 – C28	11/4/11	Work on simulation	Round 7, Y12
W 10 – C29	11/7/11	Chapter 10	Article presentation
W11 – C30	11/9/11	Chapter 10	Article presentation
W11 – C31	11/11/11	Online class; Work on simulation	Round 8, Y13; 3-year plan
W11 – C32	11/14/11	Chapter 11	Article presentation
W12 – C33	11/16/11	Chapter 11/12	Article presentation
W12 – C34	11/18/11	Work on simulation	Article presentation ; Round 9, Y14
W12 – C35	11/21/11	Work on simulation	Article presentation ; Round 10, Y15
N/A	11/23/11	NO CLASS – THANKSGIVING	NO CLASS – THANKSGIVING
N/A	11/25/11	NO CLASS – THANKSGIVINGS	NO CLASS – THANKSGIVING
W13 – C36	11/28/11	Chapter 12	Article presentation
W13 – C37	11/30/11	BUSINESS ASSESSMENT TEST	Peer evaluation-final
W13 – 38	12/2/11	Review course concepts through discussion of simulation results	Company presentations
W14 – C39	12/5/11	Review course concepts through discussion of simulation results	Company presentations
W14 – C40	12/7/11	Review course concepts through discussion of simulation results	Company presentations
W15 – C41	12/9/11	Review course concepts through discussion of simulation results	Company presentations
FINALS	12/12/11	Final exam 10:30 AM – 12:30 PM	Final Exam

Below are the due dates for the chapter assignments. These assignments are accessed through CONNECT or Blackboard. However, you must have a CONNECT account.

CHAPTER	DUE DATE (10 AM)
1 – Tutorial videos – worth 1 point each – extra credit	Recommend reviewing by 9/2/11
2	9/14/11
3	9/21/11
4	9/28/11
5	10/3/11
6	10/10/11
7	10/24/11
8	10/28/11
9	11/2/11
11	11/16/11