

**BUSI 7980/7986**  
**INTEGRATED BUSINESS PROJECT AND CASE ANALYSIS**  
**Fall 2014**  
**SYLLABUS**

**PROFESSOR:** Dr. Peter A. Stanwick,  
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**CLASS MEETING TIMES:** Monday and Wednesday, 12:30-1:45 p.m.  
**CLASSROOM:** Lowder 009

**DATE OF INTEGRATED  
BUSINESS CASE  
PRESENTATION:** FRIDAY, DECEMBER 5, 2014. ALL STUDENTS ARE  
REQUIRED TO BE HERE

**COURSE DESCRIPTION/  
COURSE OBJECTIVES:** This is the capstone class in the MBA curriculum. It provides the student the opportunity to integrate the knowledge gained from previous MBA classes and apply that knowledge to address actual business problems. Further, the ideas presented in Strategic Analysis and Competitive Environment will be expanded upon in this class.

**PREREQUISITES:** MBA Director's approval

**MODE OF INSTRUCTION:** The mode of instruction will include lecture, case analyses/ discussion and projects.

**REQUIRED TEXTS:**

*What I Didn't Learn At Business School.* Jay Barney. Harvard Business Press.  
ISBN 1422157636.

*Managing.* Henry Mintzberg. BK Publishers.  
ISBN 9781605098746.

*Readings from Harvard Business Publishing.*  
<https://cb.hbsp.harvard.edu/cbmp/access/28069349>

## GRADING AND EVALUATION PROCEDURES:

Final grades will be determined on the following basis:

A = 90% or better  
B = 80 – 89.9%  
C = 70 – 79.9%  
D = 60 – 69.9%  
F = 59.9% or less

### Grade Components:

Written project	40%
Peer Evaluation	15%
Oral Presentation	25%
Final Exam	20%
TOTAL	<u>100</u>

**Exam Date:** The exam will be given during a special period on Wednesday, **December 3: Lowder 110 from 4 to 6 pm.**

**Format of Exam:** The exam will be comprehensive and will be in short answer and/or essay form. Anything discussed in class during the entire semester is eligible to be on the exam, with no exception.

**Exam:** If you miss the exam due to valid Tiger Cub reasons, you are still required to notify me prior to the scheduled exam time if at all possible, and to schedule a make-up exam as close to the original exam time as possible.

#### **Missed Exam Make-Up Policy:**

Students who miss a major test will receive a zero, with no opportunity for make-up work, unless one of the following conditions has been met:

**A.** The absence was **APPROVED IN ADVANCE** by the instructor. This will only occur in rare situations involving sickness, required participation in official University events, or extenuating circumstances. Approved absence will be those outlined in the Tiger Cub.

**B.** The absence was due to a **LEGITIMATE EMERGENCY FOR WHICH IT WAS NOT POSSIBLE TO OBTAIN ADVANCED APPROVAL**. In this situation, the student must contact the instructor as soon as possible and must provide documentation that: (1) the emergency was legitimate; AND (2) advanced notification/approval was not possible. **STUDENTS WHO FAIL TO MEET REQUIREMENTS (1) AND (2) WILL FORFEIT ANY OPPORTUNITY FOR MAKE-UP WORK.**

## **Class Contribution**

### **On-Campus Class Contribution:**

Class preparation is a vital part of being able to make a contribution. Preparation of a case should begin with a rapid reading of the assigned text and case material. Normally, the next step is to re-read the case carefully, taking notes to sort out information, facts, and observations under a number of relevant headings. Some cases require that you conduct quantitative analyses to explore potential reasons for the company's observed performance. You should use the same

technique for preparation of any class materials. All students are expected to read and prepare for class discussion of the case each day. In addition, I will post on Canvas articles from various newspapers such as *The Wall Street Journal* and *The New York Times* about current strategic issues that will be discussed in class. I will email you in advance when I have posted these articles on Canvas.

**On the day of your final presentations, you are MUST be dressed in professional business attire—no exceptions.**

**STATEMENT REGARDING EMAIL AS OFFICIAL MEANS OF COMMUNICATION:**

Email is the university approved form of communication. It is the student's responsibility to make sure that he/she receive and read all e-mail sent using university email or through blackboard. Blackboard will also be used extensively in this class.

**SPECIAL ACCOMMODATIONS FOR STUDENTS WITH DISABILITIES:**

Students who need special accommodations should make an appointment to discuss the Accommodations Memo with me during my office hours during the first week of class. If scheduled office hours conflict with classes, please arrange an alternate appointment time. If you do not have an Accommodations Memo, but need special accommodations, contact The Program for Students with Disabilities, 1244 Haley Center, 334.844.5943 (Voice T/O).

**ACADEMIC HONESTY:**

All portions of the Auburn University Honesty Code (Title XII) found in the Tiger Cub will apply to this class. A link to the Tiger Cub can be found on the Auburn home page.

**OTHER COURSE POLICIES:**

1. The exam can be made up **only** if an AU authorized excuse is presented (see Tiger Cub, page 90 5 a-f, for a list of valid excuses).
2. **The professor reserve the right to make changes in the syllabus as necessary; it is the student's responsibility to be aware of these changes. Read your syllabus and check postings on Canvas regularly.**

**THE PRESENTATION OF THE PROJECT PROPOSALS WILL TAKE PLACE ON FRIDAY AUGUST 29, 2014 IN ROOM 009 LOWDER FROM 8 AM TO 12:00 PM. IT IS MANDATORY FOR ALL ON CAMPUS STUDENTS TO ATTEND THESE PRESENTATIONS. AFTER THE PRESENTATIONS HAVE BEEN COMPLETED, YOU WILL BE TOLD WHICH COMPANY YOU HAVE BEEN ASSIGNED TO ANALYZE. YOU WILL BE GIVEN AN OPPORTUNITY TO ASK QUESTIONS FOR YOUR ASSIGNED COMPANY CONTACT PERSON(S) DURING LUNCH FROM 12 PM TO 1 PM. A BOX LUNCH WILL BE PROVIDED.**

**TENTATIVE COURSE OUTLINE\***

DATE	MONDAY	DATE	WEDNESDAY
8/18/14	Course Introduction, Expectations, Focus	8/20/14	Mintzberg Ch. 1 and Ch. 2
8/25/14	Mintzberg Ch. 3	8/27/14	Mintzberg Ch. 4 <b>Friday 8/29/14 Client Presentations Room 009 8 AM to 12 Noon</b>
9/1/14 Labor Day		9/3/14	Mintzberg Ch. 5
9/8/14	Mac Crawford Co-Founder/Principal Crawford Spalding Group	9/10/14	Ken Baggett CEO CohnReznick
9/15/14	Mintzberg Ch. 6	9/17/14	Jay Barney Ch. 1 and 2
9/22/14	Jay Barney Ch. 3 and Ch. 4	9/24/14	Jay Barney Ch. 5 and Ch. 6
9/29/14	Jay Barney Ch. 7 and Ch. 8.	10/1/14	Jay Barney Ch. 9 and Ch.10
10/6/14	Mark Forchette President & CEO Optimedica	10/8/14	Jay Barney Ch. 11 and 12
10/13/14	Jay Barney Ch. 13 and Ch. 14 and Epilogue <b>Optional 5 page Recommendation Summary Due</b>	10/15/14	Andy Schroeder President/Owner South Central Steel
10/20/14	Martha McCaskey <b>Receive Feedback from the Optional Recommendation Summary</b>	10/22/14	<b>No Class: Preparing Final Draft</b>
10/27/14	Mark Thibaut VP, Crude Oil Acquisitions GulfMark Energy	10/29/14	Toyota Case
11/3/14	Netwerk: Digital Marketing in the Music Industry	11/5/14	Steve and Barry's <b>Final Draft is due during class or earlier</b>
11/10/14	Apple Case	11/12/14	<b>No Class: Final Draft Returned with Written Feedback</b>
11/17/14	<b>No Class: Revising Final Draft Groups can come to my office from 12:30 to 1:45 if they have any questions</b>	11/19/14	<b>No Class: Revising Final Draft</b>
11/24/14 Thanksgiving		11/26/14 Thanksgiving	
Monday 12/1/14 <b>Final Report sent electronically</b>	Wednesday 12/3/14 <b>Mandatory Breakfast in the Alabama Power Room (Fifth Floor Lowder) 9 am to</b>		Friday 12/5/14 PRESENTATIONS Beginning at 8 a.m. AWARDS PRESENTATION at 1 p.m. in

to Client	10 am Final Exam Lowder 110: 4 to 6 pm		Lowder 005
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*\*I reserve the right to alter this schedule, and will notify students in class and via Canvas. Students are responsible for applying such changes to their schedules. Students not attending class are responsible for obtaining any such changes on their own.*

**FRIDAY, December 5, 2014:**

**FINAL CASE PRESENTATION TO CLIENTS**

**(Mandatory Attendance)**

**A total of 4 bound copies of your final report must be available at the presentation. Three copies go to the clients and the faculty judge and one bound copy for Dr. Stanwick. In addition, you need to submit 4 copies of the PowerPoint slides. Two copies must be in color and given to the client judges. The copy for the faculty judge and my copy can be in black and white.**

**There will be a box outside my office (Room 440) in which you can submit my copy of the final report and my copy of the PowerPoint slides.**

**The final bound copy of projects must be turned in at the time of oral presentation—NO EXCEPTIONS.**

**Class is completed after 12/5/2014 presentations**

## **About the Project**

You will be assigned in groups of approximately 3 or 4 to particular business projects. Each group will be a blend of both on-campus and on-line students. Each company participating will have 3 student groups assigned to that company's problem.

One spokesperson from each group will be identified by the group. That individual will be the primary contact with the business representative.

You will prepare both a written report and an oral presentation—**Four** bounded copies of your presentation should be made for the client and judges (3 copies) and one copy to me. Further, you need to make four copies of Power Point slides.

On December 5, 2014, two representatives from each of the businesses will participate, along with one faculty member as a judge of your oral presentation. After the presentations have been completed, a presentation of the first place winners for each client will be given in room 005 from 1 pm to 2 pm on Friday December 5, 2014.

### **Optional Deliverable**

Each team has the option of submitting a 5 page (double spaced) hard copy summary of their recommendations on October 13, 2014 for my feedback. This is not a required deliverable, but, I strongly suggest you take advantage of this opportunity. I will send an email with the feedback to the team leader by October 20, 2014. Please note on the cover page the team members and the team leader.

### **Deliverable One due on November 5, 2014**

A hard copy of the draft of your final paper will be submitted during the class period on November 5. This draft should be a close facsimile of your final project—it is not acceptable to have sections of the paper missing.

### **Deliverable Two due on December 1, 2014**

Clients must receive an email copy of your final project no later than December 2, 2013. This will allow your client the opportunity to see what you have done on the project and to allow them to formulate questions for the date of the presentation.

### **Deliverable Three - Final Project due December 5, 2014.**

The final project will be presented to the client both orally and in writing. Likewise, the final bound project and Power Point slides will be turned in to me. You should provide three bound copies of your report for your client and judges. **Professional dress is required for final presentations.**

### **Peer Evaluations**

Each member of the team must complete a peer evaluation form. The form is posted on Canvas. This form should not be a collective effort but your own assessment of the contribution of each team member, excluding yourself, to the final project.

Peer evaluation forms should be emailed to Dr. Stanwick during the week of the presentations. No grades will be assigned until a peer evaluation has been received. The Due Date for the Peer Evaluations is December 5, 2014.

### **Working with your Team**

**Groups** may “fire” a member as a disciplinary measure. This action may be taken in serious cases of a group member who is not contributing to the group’s effort (e.g., missing meeting coming to meetings unprepared, and showing a general lack of cooperation and teamwork). In order to fire the team member, the problem must be discussed in advance with me and I will meet with the group member in question to discuss corrective measures. If these corrective measures fail, the student will be fired and will be required to fulfill the course requirements on an individual basis or receive a failing grade.

**On-line students** are likewise expected to be team members and work with the group. On-line students may also be “fired” for lack of participation, failure to respond to emails or phone calls from group member or general lack of cooperation. There is no excuse for not working with your group members on the final project. Communication on these projects is essential to a good final output. To insure equal participation, peer evaluations will be used. No individual will receive a grade on the final project until a peer evaluation is completed and turned into the professor.

### **Other Important issues regarding projects:**

- These projects are for real companies and real clients who could potentially hire you or recommend you for other jobs. Professionalism is important when dealing with your clients.
- Of course, your project will be graded for content, but please be aware **Dr. Stanwick counts off for typographical errors, misspelled words and poor grammar. These projects are professional documents and should be presented in a professional manner.**
- Remember in your research, it is not permitted to cut and paste from a website unless it is properly referenced. Failure to properly reference is considered plagiarism and will be handled through the Academic Honesty procedure.
- Please be mindful of the above issues even when sending drafts. **It is very difficult to read a document with misspelled words etc. Take the time to proofread EVERYTHING.**
- You must be able to back up your recommendations to the client. Don't just tell the client what he or she wants to hear. Make sure you have justifications for your recommendations. **You should be consultants giving HONEST assessments of the projects.**
- You must always be dressed at least business casual when you have any contact with your client. You are a reflection on Auburn University.