
BUSINESS INTEGRATION CAPSTONE in Fall 2020 (BA4050)

Course Code	BA4050	Professor(s)	Gail Hamilton
Prerequisites	None	Office Number	Grenelle, G-2A02
Class Schedule	W: 18:10-19:45 in Q-A101	Office Hours	BA 4050 check-in: Tuesdays from 13:00-13:30 OFFICE HOURS: Thursdays 14:30 to 15:30. Fridays 15:00-16:00.
Credits	2	Email	ghamilton@aup.edu
Semester	Fall 2020	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

General Education

Does not fulfill Gen Ed requirements.

Course Outline

BA 4050 F20 ORGANIZATION V1 (may be modified as we move through the simulation and the semester): See your Corporate Lobby for decision deadlines and BSG integrated assignments. See Blackboard for other assignments.

23 September: 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

30 September: **Assignment 1 due – Getting Organized.** Team presentations chosen randomly in class, both Team Organization and Best Practices. Continue reading the BSG Player's Guide. Game logons.

(3 October: *Practice decision 1 due*)

7 October
October. No formal class. Team meetings to be scheduled weeks of 5 and 12

14 October: In-class game working session. Bring all relevant materials and your laptops.

(16 October *Practice decision 2 due, Quiz 1 due*)

21 October: Practice decisions AND Quiz 1 debrief – anyone scoring lower than 70 will not be allowed to start the simulation. Game reset. Performance measurement. **Assignment 2A due – SWOT and Mission Statements. Bios.**

(23 October *Decision 1 due – for real now, make it count!*)

28 October: Game debrief. **Assignment 1BIS due:** Second pass CVs and possibly performance measurement. In class feedback with Isabella.

(30 October *Decision 2 due*)

4 November
Project Scope. Game debrief. In class analytical exercise TBC. **Assignment 2B due –**

(7 November *Decision 3 due*)

(10 November *Decision 4 due*)

11 November Fall break – no class

(17 November *Decision 5 due*)

18 November: **Quiz 2 in class,** game debrief

(20 November	Decision 6 due)
(24 November	Decision 7 due)
25 November:	Quiz 2 debrief. Strategic plan debrief. Perceptual/competitive mapping. Guest speaker TBC.
(27 November	Decision 8 due)
(1 December	Decision 9 due)
2 December:	Final debrief. Review requirements for presentations, career plans. Careers – motivation letters, in class exercise.
(4 December	Decision 10 due)
9 December:	Final presentations TBC – find new time slot?
11 December	Assignment 3 due: Reflective paper
16 December:	20:00 TBC Computer-based comprehensive Final Exam

Textbooks

This course doesn't have any textbook.

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. Unless otherwise indicated, 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.

Covid-19 temporary amendments:

Students studying at The American University of Paris are STILL EXPECTED TO ATTEND ALL scheduled classes. Due to the Covid-19 pandemic, students will have the option of attending classes remotely when special circumstances apply. For example when students are placed under quarantine by the French authorities or by their doctor, or when students present symptoms of Covid-19 and are directed, by their doctor or the AUP Health Office, to remain home. It is still the student's responsibility to be aware of any specific attendance policy that their professor might have set in the course syllabus. In particular, Students attending remotely from distant Time Zones should check with their professors about the specific attendance policy for remote learners.

Grading Policy

ASSIGNMENTS AND SIMULATION DECISIONS: Assignments will be submitted through SafeAssign on Blackboard. Simulation decisions and integrated BSG assignments have fixed deadlines. Deadlines for the latter are listed on your Corporate Lobby. **Once these assignment and BSG deadlines have passed, no work will be accepted.** Please note that I will **not** remind you about deadlines. In particular, put the self and peer-evaluations on your calendars! I will, however, set the simulation decision times roughly according to your wishes.

Grading:

20% Simulation results (group)

5% Quiz 1 (individual)

5% Quiz 2 (individual)

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.**

20% Related individual and/or group assignments

20% Final presentations (group)

15% Final comprehensive exam (individual)

5% Attendance (individual)

Other
