
BUSINESS INTEGRATION CAPSTONE in Spring 2021 (BA4050)

Course Code	BA4050	Professor(s)	Gail Hamilton
Prerequisites	None	Office Number	Grenelle, G-2A02
Class Schedule	W: 16:55-18:15 in C-103	Office Hours	Monday 16:00-17:00, Friday 13:00-14:00
Credits	2	Email	ghamilton@aup.edu
Semester	Spring 2021	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. This course fulfills the AUP Capstone requirement (CCC) for IBA, MKT, MGMT, ENT and IF majors.

Course Learning Outcomes

Demonstrate critical thinking and the application of core competencies in business decision making

Demonstrate an understanding of how firms operate in a global environment

Identify and make recommendations on strategic marketing problems

Develop solutions to complex management problems

Show evidence of conceptual and strategic thinking put into practice

Demonstrate the ability to communicate convincingly based on data and conceptual frameworks, in writing and orally

Work collaboratively to achieve stated organizational goals

Students will apply knowledge and skills acquired through both the core curriculum and their major requirements to a disciplinary or interdisciplinary, cumulative, or project-based experience to express their growth and the totality of their learning while at AUP (CCC LO1)

Students will engage in the self-assessment, reflection and analysis of this process that prepares them for future success and be able to articulate this to future educational and professional interlocutors (CCC LO2)

General Education

This course fulfills the Core Curriculum Capstone requirement.

Course Outline

BA 4050 S21 ORGANIZATION V3 (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.

20 January: 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

27 January: **Assignment 1 due – Getting Organized.** Team presentations chosen randomly in class. Game logons, get started.

(29 January: Practice decision 1 due)

3 February In-class game working session. Bring all relevant materials and laptops.

10 February: Mini-break 1 – no class (Monday-Wednesday)

(12 February Practice decision 2 due, Quiz 1 due)

17 February Short class – practice decisions debrief. Game reset – GO. Team meetings to be scheduled weeks of 15 and 22 February.

(23 February Decision 1 due – now it's for real)

24 February: Mini-break 2 – no class (Wednesday-Friday)

3 March: Quiz 1 debrief – normally anyone scoring lower than 70 will not be allowed to start the simulation. Performance measurement.

(5 March Decision 2 due)

10 March: **Assignment 1BIS due:** Second pass CVs. In class feedback with Isabella.

(12 March *Decision 3 due – see your Corporate Lobby for further deadlines. Tentatively the week of 12 March will have two deadlines*)

17 March Game debrief. In class analytical exercise. Assignment 2 TBD CLASS
CANCELLED

18 March Short meeting with Assignment 2A brief.

19 March Assignment 2A due at the end of the day. One submission per team.

22 March New decision deadline at 23:59.

Complete Quiz 2 BEFORE coming to class on 24 March. The window will be open for 24 hours. Do your own work – you have signed an academic integrity statement to this effect.

24 March: **Assignment 2B Quiz 2 team debrief in class**, game debrief

31 March: Guest speaker – details and bio TBC

5-6 April: Easter Monday and Faculty Retreat – no class (Monday-Tuesday)

7 April: Game debrief, strategic plan debrief, analytical exercise if time.

14 April: Careers – motivation letters, in class exercise with Isabella

21 April Guest speaker period 5 – make up class – details and bio TBC

21 April Final debrief. Review requirements for presentations, career plans.

28 April: Final presentations – the department will be invited

30 April: Assignment 3 due: Reflective paper. This deadline is negotiable

12 May: 15:00 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)

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- 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

MATERIALS, COMMUNICATION, AND PLATFORMS:

BSG website: all BSG related materials are available here (Player's Guide, videos & help screens, peer evaluations, quizzes & tests, strategic plan). Exceptionally I'll post the Player's Guide on Blackboard along with other useful documents.

Blackboard: I will post all remaining course materials here. Assignments other than those directly linked to the BSG game are to be uploaded here. Note that all assignments will be submitted through SafeAssign.

Teams: I'll use this essentially for real time communication: Meetings, chat, and the occasional document, link, or quick survey. Class recordings are automatically stored here now.

Teams etiquette:

- If appropriate, please RSVP to meeting invitations
- Join meetings on time, and with mute on if there is any background noise
- Think about headphones ... maybe noise cancelling if you're easily distracted. Headphones with a good microphone may be a wise investment.
- Cameras on so we can see you! I'm asking that you treat this like a meeting – turn up with your camera on, say hello, leave your camera on for a bit so we can see you. It would be nice to turn your camera back on when leaving to say goodbye. This also reminds me that you were present for the entire class session.

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- Turn your camera back on when speaking or presenting.
 - To the extent possible, have a dedicated “serious” space for your meetings. This is like being at work. No distractions, etc. Keep the food and drink to a minimum, unless of course we’re having a dedicated apéro ...
 - Cool backgrounds are appreciated!
 - Raise your hand to be recognized unless we’re working in a very small group. Try not to talk at once, this creates serious microphone problems for those attending online.
 - Try to keep the chat on topic – I know it’s hard sometimes
 - I’ll ask for a different volunteer every class to remind me to record and to keep track of the chat and any questions there