

Lewis-Clark State College Business Division

BUS 498 B -- Senior Seminar II

Wednesdays: 4:00-6:45pm
NIC Meyer Health Science Room #140

Prerequisite: This course was developed to be taken in the student's last semester. Enrollment in the course is subject to class standing and the Professor's approval.

- ✓ **Professor:** Rachel Kaitz, D.B.A.
- ✓ **Phone:** 208-292-1290
- ✓ **E-Mail:** rekaitz@lcsc.edu (preferred method of communication). I check my email at least once a day. I try to get back to students on e-mail within 24 hours M-F. I am not generally available on weekends.
- ✓ **Office:** Harbor Center #144G
- ✓ **Office Hours:**
 - T, TH from 11:30 – 2:30 PM. Other days and times are available by appointment.
- ✓ **Textbook:**
 - *Understanding Business Strategy, Concepts Plus – 3E*, Ireland, Hoskisson, Hitt.

Course Description:

Students will be given the opportunity to look at organizations as a whole in order to better understand the critical thinking and strategic management decision making processes and how they are crucial in giving strategic leaders and their businesses a competitive advantage in our global marketplace.

Course Emphasis Areas:

- Critical Thinking
- Research/Discovery and Application
- Strategic Management
- Team Development
- Effective Communication: Written and Oral

Course Objectives:

1. To understand the basic concepts of Strategic Management
2. To understand how to effectively find and use research to gain pertinent information on organizations to be used in making strategic management decisions
3. To understand how to effectively employ Environmental Scanning, Industry and Competitive Analysis strategies
4. To understand the basics of Strategy Formulation
5. To understand how to best use Strategy Implementation, Evaluation, and Control strategies
6. To understand how to develop a strategic management business plan

“Strategic management is the ongoing process companies use to form a vision, analyze their external environment and their internal organization, and select one or more strategies to use to create value for customers and other stakeholders, especially shareholders.” (Ireland, 2012, p. 4).

Professor Expectations:

- High level of commitment and professionalism
- Consistent and engaged participation (via discussions, group work, etc.)
- Proper citation/referencing when not your original work (**APA style required**)
- Full reading of each assigned chapter in our textbook
- Respect for others’ opinions, perspectives, and approaches to exploring and understanding course content and topics

Policies:

- Academic Integrity is expected. Academic dishonesty of any type will not be tolerated as per department and school policy.
- I do not accept late assignments. Even one minute past the due date is considered late. If there are extenuating circumstances that cause you to submit your work late, you need to make arrangements with me before the assignment is due or be prepared to provide appropriate, verifiable documentation of your emergency.
- All group assignments must be turned in on their due dates before class starts. Each group member must sign off on the work submitted.
- I do consider whether or not students are regularly absent in my class. I believe that learning happens through the exchange of information. When you are absent, you cheat yourself and others out of possible learning opportunities. Please email

me if you will need to be absent from class before class starts. If you do this, I will make sure you get any hand-outs I may distribute in class.

- Please also do not arrive late to my class, leave class for several minutes, send or receive text messages, or use a laptop for something other than work for this class. If you choose to use a laptop to take notes, you must sit in the front row.
- **If you need course adaptations or accommodations because of a disability, if you have emergency medical information to share with me, or if you need special arrangements, please make an appointment with me as soon as possible.**

Methods of Evaluation:

- **Note:** In the Capstone I do not offer extra credit to individual students to help make up for missed assignments or assignments that were poorly executed. If I offer extra credit, it is always offered to all of my students as an additional learning experience that I believe will be beneficial for them should they choose to take advantage of the opportunity.

Assignments:

- **Company Pitches** Must be publicly traded in the United States, Must not have been studied in BUS 498 B in the past, must have Standard & Poors Information, Company Profile, Industry Profile, etc. Each group will have up to five minutes to orally pitch its company to the class. The class will then vote (popular vote) on the company to be studied for the semester. Each group will then be responsible for choosing a different strategic opportunity for the company – the first group to get approval from me for a strategy will be able to use it for the group assignment.
- **Library Research Worksheet for the Chosen Company** -You will be given the worksheet during the scheduled Library session with Barbara Barnes.
- **Major Field Test (MFT) NO Points but participation is mandatory. Failure to take the test will result in an incomplete for this class until the test is taken.**
 - ✓ This test is important to students to see where they rank in these areas: Accounting, Economics, Management, Quantitative Business Analysis, Finance, Marketing, Legal and Social Environment, Information Systems and International Issues. The MFT is also important to faculty as we assess our effectiveness in teaching the information required to be successful in the business arena. For more information about the MFT, go to: <http://www.ets.org/mft/about/tour>.

- **Final Written Report**
 - ✓ **25 Pages or Less**
 - ✓ **Required Elements** -- Cover Page, Table of Contents, Executive Summary, About Your Team, Analysis, Strategy Formulation, Implementation, Evaluation, and Control, Success/Failure, What We Learned. The Written Report Rubric will be used to grade the report. Samples from past classes are available and I am available to look at drafts until the Sunday prior to the Wednesday due date.

- **Oral Presentation**
 - ✓ **PowerPoint or Prezi – No More than 15 slides**
 - ✓ **Fifteen Minute (maximum) Oral Presentation--** in Front of members of the Business Faculty at the Senior Symposium at North Idaho College. Every group member needs to present for at least one minute. Otherwise, it is assumed that you will play to your group’s strengths. The Presentation must be emailed to me at rekaitz@lcsc.edu. The Oral Presentation Rubric will be used to grade the report.

- **Exam**
 - ✓ **The exam covers the textbook and lecture material**

Grading

Company Pitch	15%
Library project	25%
Written Report	30%
Oral Presentation	20%
Exam 1	10%

Grade Scale

A	92-100
A-	90-91
B+	88-89
B	82-87
B-	80-81
C+	78-79
C	72-77
C-	70-71
D+	68-69
D	60-67

Tentative Course Outline and Assignments

Week 1 - January 20

- ✓ *Review Syllabus and Course Assignments*
- ✓ *About Teams*
- ✓ *Chapter One, “The Foundations of Strategic Management”*

Week 2 - January 27

- ✓ *Choose Your Strategic Management Dream Team*
- ✓ *Library Workshop with Barbara Barnes*

Week 3 - February 3

- ✓ ***Company Worksheets** - Standard & Poors, Company Profile, Industry Profile, SEC Edgar Database, Text Book, Company Website, Competitor Sources (Two Required), Two Additional Sources for the Company*
- ✓ ***Pitch Overviews** - The companies must be publicly traded in the United States, must not have been studied in BUS 498 B in the past, must have Standard & Poors Information, Company Profile, Industry Profile, etc.*
- ✓ ***Company Pitch Development** –This week will be dedicated to determining the company you want to pitch and doing the research and putting together a 3-5 minute pitch in class. Each class will study one company.*
- ✓ ***Group Introductions***
- ✓ *Chapter Two, “Leading Strategically”*

Week 4 - February 10

- ✓ ***Pitches!** - Advantages of Winning the Pitch – you will have already done some crucial research for your project—other teams will have to “start over” but will have learned how to find quality information during the development of their own pitches.*
- ✓ *Chapter Three, “Analyzing the External Environment”*

Week 5 - February 17

- ✓ *Company Worksheets*
- ✓ *Guest Speaker – Financial Analysis Refresher*
- ✓ *Chapter Four, “Analyzing the Firm”*

Week 6- February 24

- ✓ *Company Worksheets due*
- ✓ *Chapter Five, “Business Level Strategy”*

Week 7 - March 2

- ✓ *IFAS/EFAS*
- ✓ *Chapter Six, “ Multiproduct Strategies”*

Week 8 - March 9

- ✓ *TOWS/Strategic Opportunity*
- ✓ *Chapter Seven, “ Acquiring and Integrating Businesses”*

Week 9 - March 16

- ✓ *Chapter Eight, “ Competing Across Borders”*
- ✓ *Guest Speaker – Benchmarking and creating measurable assessments*

Week 10 - March 23

- ✓ *Implementation/Evaluation/Control*
- ✓ *Chapter Nine, “ Creating and Maintaining Alliances”*

Week 11 - March 30 – Spring Break – NO CLASSES

Week 12 - April 6

- ✓ *Major Field Test (MFT) – This computer based test takes two hours and will be given during class.*
- ✓ *Team Work – SWOT, IFAS, EFAS, TOWS, Strategic Opportunity*

Week 13 - April 13

- ✓ *Team Work – Implementation, Evaluation, Control, Success/Failure Executive Summary, About The Team*

Week 14 - April 20

- ✓ *Written Reports due April 20*
- ✓ *Team Work – Continued Development of Oral Presentations*
- ✓ *Exam 1*

Week 15 - April 27

- ✓ *Team Work – Finishing Touches on the Oral Presentations*

Week 15 continued - April 29

- ✓ *Final Oral Presentations at approximately 4:00 PM on Friday, April 29 at North Idaho College*

Success in This Class:

When you graduate with your business degree, you will need to understand all areas of business and be able locate and properly evaluate information to make good decisions, which is why there is so much emphasis on research and teamwork in this class.

Basically, each business involves three major areas: Management and Organization, Marketing, and Financial Analysis. Understanding how each one of these parts of an

organization's value chain works together will be crucial to your future success in a competitive business environment.

Although some of you may not prefer group projects, being able to work in a team environment is one of the things employers say sets a potential employee apart from others. Conflict resolution is a great skill to develop and these projects expose you to the kinds of stress and pressures that are found in the workplace – working toward a common goal, meeting deadlines, producing a quality product that everyone on the team is proud to submit...

With regard to group grading, I watch what is going on with regard to the group work. I know who emails me and asks for guidance and has me review drafts. In this class, I issue a group grade as well as an individual grade that may go up or down from the group grade. In addition to my own observations to determine project grades, I also ask for student input at the end of the semester. I ask each student to use the oral and written presentation rubrics and grade **everyone** in the group giving me the justification used to get there.

Choosing your team will be important. To succeed, your group needs to have expertise in ALL of these areas:

- Management and Organization
- Marketing
- Financial Management
- Research/Citing
- Writing
- Editing
- Effective Layout
- PowerPoint/Prezi
- Excel
- Public Speaking

This is your final class before graduation, and you will be rigorously evaluated. You should perform to your capacity. I am available to help you during office hours, by phone, email or in class. Library research and proactively reading the textbook will also help you. Barbara Barnes, Instructional Librarian is a great resource (blbarnes@lsc.edu).

This is an exciting semester and 17 weeks from now, many of you will have accomplished one of the most significant goals of your lives. Please give this semester your full focus for your own sake as well as for your team.

Syllabus Addendum from LCSC – CDA

LCSC-CDA collaborates with North Idaho College to provide you with the following resources:

[Testing Center](#) is available for students who need to schedule proctored online exams.
208.676.7203

[Disability Student Services](#) facilitate accommodations to help ensure student success.
208.769.5947

[Veterans Services](#) offer support, assistance, and personal advising through the NIC Veterans Center.
208.769.3281

[American Indian Services](#) provide students with advising, tribal support, and cultural resources.
208.769.3365

[Student Health Services](#) provide access to a student health facility and basic health screening for \$25/semester*.
208.769.7818

[Library Services](#) allow LCSC-CDA students to check out books through the NIC library. LCSC student ID required.
208.769.3355

[Career Services Center](#) provides career counseling services and career resources.
208.769.3297

[Writing Center](#) provides support for various writing assignments.
208.769.3298

NOTE: Parking is Free on the NIC campus **after 5pm**. If you park on campus before 5 you will need a permit or you can walk from the LCSC Harbor Center where there is no permit required.

*North Idaho College fees are subject to change. Please pay the fee at the NIC Business Office:
208.625.2304

Syllabus Addendum from Main Campus

Consumer Information

In 2008, the federal government required all post-secondary institutions offering federal financial aid programs to provide key data to both prospective and current students. To comply with this requirement, Lewis-Clark State College has developed a consumer information page, which may be accessed at <http://www.lcsc.edu/student-consumer-information/>

Disability Accommodations

Students requiring special accommodations or course adaptations due to a disability and/or a health-related issue should consult their course instructors and the LCSC Student Counseling Center immediately (RCH 111, 792-2211). Official documentation may be required in order to provide an accommodation and/or adaptation.

Student Rights and Responsibilities

Students have the responsibility for knowing their program requirements, course requirements, and other information associated with their enrollment at LCSC. Students should review the LCSC General Catalog (<http://webdev.lcsc.edu/catalog>) and the LCSC Student Handbook (<http://www.lcsc.edu/media/1152314/13-14-Student-Handbook-Revised.pdf>) for more information.

Accidents/Student Insurance

Students participating in LCSC classes normally must look to their personal health insurance policy (Student Health Insurance Plan or comparable private coverage) should an accident occur. In the event of an accident, please seek medical help, if necessary, and report the incident to LCSC Security (792-2226). Fieldtrips or other special student activities may also require students to submit a signed participation waiver (forms can be obtained from the supporting Division Office).

Enrollment Verification/Attendance

Students who are not actively pursuing their classes may have to repay part or all of their financial aid awards depending upon the circumstances.

Academic Dishonesty

Academic dishonesty, which includes cheating and plagiarism, is not tolerated at LCSC. Individual faculty members will impose their own policies and sanctions regarding academic dishonesty. Students who are accused of being academically dishonest may be referred to the VP for Student Affairs for official disciplinary action.

Illegal File Sharing

Students using LCSC's computers and/or computer network must comply with the college's appropriate use policies and are prohibited from illegally downloading or sharing data files of any kind. Specific information about the college's technology policies and its protocols for combating illegal file sharing may be found on the VP for Student Affairs' web page (<http://www.lcsc.edu/student-affairs/student-code-of-conduct/>).

Diversity Vision Statement

Regardless of race, color, age, sex, religion, national origin, disability, veteran status, or sexual orientation, you will be treated and respected as a human being.

Disclosures

During this course, if you elect to discuss information with me which you consider to be sensitive or personal in nature and not to be shared with others, please state this clearly. Your confidentiality in these circumstances will be respected unless upholding that confidentiality could reasonably put you, other students, other members of the campus community, or me in danger. In those cases or when I am bound by law to report what you have told me, such as incidents involving sexual assault or other violent acts, I will submit a report to appropriate campus authorities.