

Midstate College
411 West Northmoor Road Peoria, IL 61614
(309) 692-4092 (800) 251-4299
Summer 2019

Course: BUS390 Business Strategies & Policies

Credit: 4 Quarter Hours

Method of Delivery: eLearning

Course Description: A capstone course in analysis of business problems from the senior management point of view by integrating and applying previous course work in marketing, finance, operations, and management. Through case studies, research, and business simulations, the student will develop strategic plans and policies for specific companies.

Prerequisite: All core courses completed or permission from program director

Text(s) & Manual(s): Capstone Business Simulation Workbook

Materials Needed for this Course:

Additional Supplies: n/a

Hardware/Software and Equipment: CAPSIM

Topics: Beyond Envisioning

Evaluating Mission Statements

Strategic Thrusts

Initiatives

Framework for Business Plan

Gap Analysis

Lines of Business

Critical Success Indicators

Learning Objectives: Upon completion of this course the student will be able to:

1. Analyze and access business situations to form Business Strategies.
2. Develop a functional business plan
3. Compare and contrast various management theories
4. Synthesize information from previous courses and successfully apply to business simulation

Midstate Grading Scale:

90 – 100%	A
80 – 89%	B
70 – 79%	C
60 – 69%	D
0 – 59%	F

ACADEMIC INTEGRITY

Academic integrity is a basic principle of the College's function. Midstate College students are expected to maintain a high level of academic honesty. Contrary actions may result in penalties such as failure of the assignment(s), a lesser grade on assignment(s), failure of the course and/or suspension from the College. The course instructor will review all submitted documents and supporting evidence in connection to the infraction. The course instructor will also review the student's personal file for other notifications of academic dishonesty before determining the level of action to be applied. The course instructor will complete the Academic Dishonesty Report form to document and describe the incident and actions taken, then kept on file. The student may appeal the decision to administration, whose decision will be final.

The following are included in the actions Midstate College considers behavior contrary to the academic integrity policy; however, the policy is not limited to these examples. Further discussion of consequences regarding academic dishonesty are addressed in the [Student Handbook](#).

- **Cheating**
- **Deception**
- **Sabotage**
- **Computer Misuse**
- **Copyright Infringement**
- **Midstate Plagiarism Policy:**

Plagiarism is using another person's words, either by paraphrase or direct quotation, without giving credit to the author(s). Plagiarism can also consist of cutting and pasting material from electronic sources by submitting all or a portion of work for assignment credit. This includes papers, computer programs, music, sculptures, paintings, photographs, etc. authored by another person without explicitly citing the original source(s). These actions violate the trust and honesty expected in academic work. Plagiarism is strictly against the academic policy of Midstate College. Its seriousness requires a measured, forceful response which includes consequences for inappropriate and/or no citation.

In courses containing writing assignments, the College promotes the use of Turnitin which compares the student's writing against previously submitted papers, journals, periodicals, books, and web pages. Students and instructors can use this service to reduce the incidence of plagiarism. This electronic resource has been found to conform to legal requirements for fair use and student confidentiality. It is able to provide a report to the student indicating the parts of the assignment that match.

Student Success and Tutoring:

The Office of Student Success offers help in the following areas:

- Tutoring: Tutoring is encouraged for students who are doing their best to complete assignments yet still are experiencing difficulty in this course. Tutoring may be provided by the instructor outside of scheduled class times or through the office of Student Success.
- Writing assignment assistance: This may include learning how to conduct research; using proofreading tools such as Turnitin; outlining a topic; and applying MLA/APA standards.
- Math, accounting, and computer skills (including file management).
- Test-taking techniques.
- Note-taking skills development.
- Study skills development.
- Time management.

Contact Student Success:

Room 110 (309) 692-4092, ext. 1100

studentsuccess@midstate.edu

Instructor

Brian J. Young

Room/Phone: 232 & (309)692-4092(leave message)

Midstate e-mail:bjyoung@midstate.edu

Office Hours: Wednesdays 5-6 P.M.

Policies & Procedures: Students must earn a weighted grade of 70 percent or higher on the work for this course in order to pass the class.

Participation Requirements: If this course involves student presentations and group work. Students must participate actively in class and in their groups for full participation credit. The group will evaluate group participation outside of class meetings. Meetings may be in person or via the Internet at the discretion of the group. Please post to discussion boxes to get full participation points. In addition, please note that weekly discussion questions and summary post cannot be made up. Therefore, make sure that you make a post each week.

Examination Information:

Pretest/ post test

Methods of Evaluating Student Performance:

Discussion questions and summary questions	1/4	of grade
Assignments	1/4	of grade
Capstone simulation	1/4	of grade
Project (See BUS 390 project)	1/4	of grade

Business Simulation

- Students will divide into teams and compete in a business simulation. The business simulation will measure the results of decisions made by the team members. The decisions will be made by analyzing data and then inputting the decisions into the simulation model based on the data. The simulation model will interpret the input and give the team members feedback from the decisions made. The teams will compete against each other and against competitors created by the business simulation.

Instructors Grading Scale:

90 – 100%	A
80 – 89%	B
70 – 79%	C
60 – 69%	D
0 – 59%	F

Week-by-Week:

Week 1 Introduction of course

Goal: Analyze and access business situations to form Business Strategies.

Assignment-read Capstone Module

Week 2

Goal: Compare and contrast various management theories

Week 3

Goal: To become familiar with the Capstone simulation.

Assignment-Participate in practice round of simulation.

Week 4

Goal: Analyze and access business situations to form Business Strategies.

Assignment- Enter decisions for round 1 of the Capstone Simulation

Week 5

Goal: Synthesize information from previous courses and successfully apply to business simulation

Assignment-Enter decisions for round 2 of Capstone Simulation

Week 6

Goal: Develop a functional business plan

Assignment- Enter decision for round 3 of Capstone Simulation and begin Internet and Midstate College library research.

Week 7

Goal: Analyze and access business situations to form Business Strategies.

Assignment- Enter decision for round 4 of Capstone Simulation and continue internet and Midstate College library research.

Begin BUS 390 project

Week 8

Goal: Synthesize information from previous courses and successfully apply to business simulation

Assignment-Enter decision for round 5 of Capstone Simulation and continue internet and Midstate College library research.

Week 9

Goal: Synthesize information from previous courses and successfully apply to business simulation

Assignment-Enter decision for round 6 of Capstone Simulation and continue internet and Midstate College library research.

Week 10

Goal: Analyze and access business situations to form Business Strategies.

Assignment- Enter decision for round 7 of Capstone Simulation and continue internet and Midstate College library research.

Week 11

Goal: Synthesize information from previous courses and successfully apply to business simulation

Assignment-Enter decision for round 8 of Capstone Simulation and continue internet and Midstate College library research.

Week 12

Summation of Simulation

Goal: Develop a functional business plan

Assignment: Complete COMP-XM

BUS 390 Project

Outrageous Ideas for Business

Most successful markets in the United States are oversaturated with businesses. Indeed, competition is fierce with little room for new entrants. Consequently, small businesses often think of “creative” ideas to create their own market. For example, one local entrepreneur retired from his career working for a Fortune 500 company to create and sell morel mushrooms (www.moralmania.com). The company became a tremendous success.

What creative (outrageous) business idea can you come up with? Choose an idea for a product or service that would create a brand new market. Briefly explain how you would handle the following aspects of your proposed business.

Introduction-Explain your business and introduce your reader to the concept.

1. What would you name your business? Why would you choose that name? (Choosing a name is one of the most challenging, yet important aspects of a small business).
2. How would you market your product or service? (e.g., television, internet, radio, etc). Please explain why you would use this type of promotion.
3. How would you finance your business?
4. What type of operations would you set up? What kind of layout? (i.e. retail, website, wholesale, etc.) Why would you choose this type of operational structure?

Answers to the above questions should be summarized in approximately 1 to 1 1/2 page(s). Also, add 1 to 1/2 page(s) to describe your product or service and to explain why you chose that particular product or service. The total length of the project should be 5-7 pages. Please contact me if you have any questions. If you integrate material from other authors, please properly cite the material with APA or MLA format (see Midstate College plagiarism policy).

GRADING:

The following grading rubrics will be used to determine your grade on the above assignment:

Content (33%) Covers the required amount of pages and has a significant amount of information in the text.

Application and Analysis (33%) How well you have learned information from the designated chapters, case studies, class discussions and applied the information to your paper.

Writing (33%) Although BUS 390 is not a writing class, I expect a clear, concise paper with very few grammatical errors.

All above estimations and statements are subject to change at the discretion of the instructor.