MGMT408 Business Policy
Course Syllabus: Fall 2020

INSTRUCTOR INFORMATION
Instructor: Dr. Jim Mueller
Email: muellerj@cofc.edu
Office Hours: Virtual office hours—set up Zoom meeting via email:
Tuesday & Thursday 9:00 – 11:00; 12:00 – 1:30; 4:00 – 5:00
Other days/times available through email/Zoom appointment

COURSE INFORMATION
Class meetings: Distance Education: No required face-to-face class meetings.
Synchronous Zoom meetings will be announced via email for the following class times:
• MGMT 408-01: 10:50 - 12:05 Tuesday & Thursday
• MGMT 408-02: 1:40 - 2:55 Tuesday & Thursday
Other zoom sessions will be held for individual or team meetings as required.

Catalog Course description:
A course for senior business administration majors that draws together the functional areas of business operations
(accounting, finance, marketing, human resources, management and production) as a means of developing the
students’ conceptual and decision-making abilities in both domestic and international contexts. Prerequisite(s): Senior
standing; ACCT 203, ACCT 204, DSCI 232, DSCI 304 or INTB 314, ECON 200, ECON 201, FINC 303, MGMT
301, MKTG 302, MATH 104, MATH 105.

Required Course Materials:
The textbook for this course comes bundled with a required business simulation. Each student is required to purchase
on-line access to the computer simulation on the first day of class. Detailed purchase and registration instructions
are provided at the end of the syllabus and are posted on OAKS as well. You will also receive this syllabus via
email before class starts.

COURSE POLICIES AND PROCEDURES

1. Attendance and Participation
Class attendance is not a requirement for this course, but participation is. Please see grading policy (below) for
assessment of participation in this course. You must have access to a computer equipped with a web camera,
microphone, and internet access. Resources are available at the College to provide you with these essential tools.
Helpful guidelines for succeeding in online courses can be found on the “Resources for Students” links on the
Academic Affairs website: http://academicaffairs.cofc.edu/distance-education/

2. Academic Integrity
Lying, cheating, attempted cheating, and plagiarism are violations of our Honor Code that, when suspected, are
investigated. Each incident will be examined to determine the degree of deception involved.

Incidents where the instructor determines the student’s actions are related more to misunderstanding and confusion
will be handled by the instructor. The instructor designs an intervention or assigns a grade reduction to help prevent
the student from repeating the error. The response is recorded on a form and signed both by the instructor and the
student. It is forwarded to the Office of the Dean of Students and placed in the student’s file.

Cases of suspected academic dishonesty will be reported directly by the instructor and/or others having knowledge of
the incident to the Dean of Students. A student found responsible by the Honor Board for academic dishonesty will
receive a XXF in the course, indicating failure of the course due to academic dishonesty. This status indicator will
appear on the student’s transcript for two years after which the student may petition for the XX to be expunged. The F
is permanent.

Students can find the complete Honor Code and all related processes in the Student Handbook at:
http://deanofstudents.cofc.edu/honor-system/studenthandbook/”
3. Communication

Primary methods of communication in this course are: OAKS course website, the BSG simulation website, email, and Zoom meetings.

3.1 OAKS course Website:

The main elements used on OAKS will be News, Content, Discussion and Dropbox.

- **News** (located on course homepage): is used to communicate any changes and updates for the course. Please check this page daily.
- **Content**: is used to post syllabus and updates, assignment guidelines, miscellaneous notes, readings, and grades.
- **Discussion**: is for you to post questions/comments that other students can view. You will also be required to post your creative content presentation (see assignment descriptions) here so that your peers can evaluate them.
- **Dropbox**: is used to submit assignments that are not submitted elsewhere. Pay close attention to the submission deadlines and formats.

3.2 BSG simulation Website:

The BSG simulation website contains several methods for communication as well, including email capability, instant messaging, and collaborative team voice communication. Using the collaboration mode for decision-making in the simulation if you are working in a team and are not working at the same physical location. This site also has links to these other components of the course: the BSG simulation decision screens, the textbook, textbook quizzes, and textbook powerpoint slides. There are also links to instructional videos (how to play the game) that you will need to view.

3.3 Email

You must use your college gmail account for all official communication with the instructor. I will not reply to any other email communications. When you register for course materials, please use the college email address as well. The game website will send you automated messages (reminders and results) using my signature. In the subject line of your email message, please include your course section as well as a brief description of email content. If you have a team-related question, please cc everyone in your team so I can “reply all”. I will try to respond to emails within 24 hours.

3.4 Zoom meetings

The course is listed as being offered online + scheduled online meetings, so you should prepare to be available during the listed class hours. I will announce (via emailed invitation) any scheduled Zoom meetings. Please try to attend these meetings, as they will be used primarily for explaining assignments and for question & answer sessions. Please note that attending means that your camera is turned on. As the course progresses, Zoom sessions will be used primarily for team and/or individual help sessions.

4. Assignments

A variety of assignments are required for this course, so please closely follow the submission requirements for each assignment--due date, required file format (pdf, ppt, xls, etc) submission location (drop box, discussion board, BSG site) and submission deadlines. Major assignment guidelines are found at the end of the syllabus. Penalty for late submission of any coursework is an automatic F on that piece of coursework. All written work will be submitted to Turnitin.com for originality check.

5. Accommodations for students with disabilities

This College abides by Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act. If you have a documented disability that may have some impact on your work in this class and for which you may require accommodations, please see an administrator at the Center of Disability Services/SNAP, (843) 953-1431) for guidance on arranging such accommodations for this class. It is your responsibility to notify me in writing (email) before the end of the drop/add period if you need any special accommodations.

6. Instructor Expectations on Course Workload

The instructor’s expectations for the effort put in to the course are based on the guidelines provided by the College’s Center for Student Learning: for every academic class hour you should allocate two hours outside of class. My expectations for this course are the same --you should be prepared to spend at total of six hours per week working on this course.
BUSINESS SCHOOL AND COURSE OBJECTIVES

COMMUNICATION SKILLS

Objective: Students will demonstrate the ability, via both written and spoken word, to effectively present, critique, and defend ideas in a cogent, persuasive manner.

Implementation: Each student is required to participate in creating a presentation of their company’s strategy, a written annual report (team based), and written global strategy case analysis.

Demonstration of Achievement: Each student will demonstrate the ability to organize and present their thoughts in a written paper format, as well as present their ideas for their firm's global strategy plan orally.

QUANTITATIVE FLUENCY

Objective: Students will demonstrate competency in logical reasoning and data analysis skills.

Implementation: Students are required to engage in the computer business simulation, the Business Strategy Game (BSG), which requires analysis of both their firm and their competitors' financial and operational performance indicators.

Demonstration of Achievement: In addition to the results of their firm's performance in the BSG, the simulation has several built-in individual assessments for benchmarking performance against other teams/universities using the simulation.

GLOBAL AND CIVIC RESPONSIBILITY

Objective: Students will be able to identify and define social, ethical, environmental and economic challenges at local, national and international levels. Students will also be able to integrate knowledge and skills in addressing these issues.

Implementation: Students must include a Corporate Responsibility Report as part of their BSG annual report. The impact of CSR spending is also a core component of the Business Strategy Game

Demonstration of Achievement: Ability to present their company’s social responsibility/sustainability efforts. The Business Strategy Game also has a built-in assessment tool to benchmark against other teams on the extent to which they implement sustainable (and green) strategies in the simulation.

INTELLECTUAL INNOVATION AND CREATIVITY

Objective: Students will be able to demonstrate their resourcefulness and originality in addressing extemporaneous problems.

Implementation: Required components of the global strategy presentation are the firm's logo, slogan, and examples of creative copy to be used in advertising campaigns for their firm.

Demonstration of Achievement: Students must present the creative content of their global strategy, and undergo both instructor and peer assessment of their performance on creativity, effort, and the effectiveness of their creative effort.

SYNTHESIS

Objective: Students will demonstrate the ability to integrate knowledge from multiple disciplines incorporating learning from both classroom and non-classroom settings in the completion of complex and comprehensive tasks

Implementation: The BSG requires a series of decisions in financial management, marketing, operations, logistics, forecasting/budgeting and human resource management. Students must also write a strategy case assessment of a selected major corporation

Demonstration of Achievement: Students must satisfactorily address all of the relevant business functions in the operation of their simulation firm. Performance is measured by how well they meet built-in customer expectations, as well as how well they perform against the other teams in the class. Individual written case analysis is also assessed based on the degree to which student considers/analyzeres company’s situation vis-à-vis industry and competitors.

DESCRIPTION OF COURSE CONTENT

1. Textbook Chapter Quizzes (15%): There are 12 on-line quizzes based on chapters 1-12 of the textbook found on the BSG website. Each quiz is timed (2 hours) and you will have 2 attempts at each quiz, of which the highest score counts for your grade. The quizzes are supplied by the publisher and the questions are lengthy and detailed, however you are allowed to search the textbook for the correct answers. Quizzes are due by 11:30 p.m. on the dates indicated on the course schedule, but they are available as soon as you purchase the text/simulation, so you can work ahead and get them finished
early (highly recommended!). There are no make-ups for missed on-line quizzes, however I will drop your lowest two quiz scores so only 10 of the 12 quizzes will count for your grade.

2. Business Strategy Game Simulation (25%): The largest (by percent) component of the course is the BSG simulation. In this game you will be required to make a series of business decisions related to the management of a global athletic footwear company. Your grade for the simulation is scored by the computer + based on how well you perform against your classmates, and how well you meet investors’ expectations. Before the game starts officially, you will have two practice rounds so you can learn the “rules” of the game, how to navigate the website, and what decisions you have to make. After the practice rounds are finished, official teams are formed (if you want to work in a team), the game is reset to the beginning, and you will have 8 sets of decisions to make. Your grade on the simulation is your ending game-to-date score (maximum of 100).

3. Creative Content Strategy Presentation (15%): Since the computer simulation is primarily a number-crunching exercise, you have the opportunity to demonstrate your creative abilities by completing an on-line global strategy presentation. You will upload your presentation to the OAKS discussion board so that your classmates can view/comment on them. Your peers will also provide a grade on your presentation, the results of which will count for 50% of your presentation grade. Please see the assignment guidelines at the end of the syllabus for details. Examples of past students' presentations will also be posted on OAKS.

4. Annual Report: (15%) At the end of the simulation you are required to submit an annual report using (modified) SEC reporting requirements (the form 10-K) based on your company’s performance in the simulation. You will be required to submit this electronically in pdf format to the drop box on OAKS. I will then submit them to turnitin.com for an originality analysis to check for plagiarized content. Examples of past students' annual reports will be posted on OAKS.

5. Final Exam: Strategy Case Analysis (15%) In this assignment, you are to apply the concepts covered in the textbook to analyze an existing firm and make recommendations for improving its performance. Detailed instructions will be provided approximately midway through the course.

6. Miscellaneous Assignments & Homework (15%): There will be a series of miscellaneous homework assignments due during the course of the semester. These will be announced via email and will also be posted on OAKS.

7. Participation: There is no set value for participation, however your overall course grade may be adjusted up or down for participation in OAKS discussions, Zoom sessions, and your effort on other misc. class activities (e.g. homework, peer evaluations, teamwork, etc.). While there is normally no (or very little) adjustment to your final grade, this component can make a difference if you are a fraction of a point away from the next higher (or lower) letter grade.

### SUMMARY OF GRADED COURSE COMPONENTS

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Textbook Quizzes</td>
<td>15%</td>
</tr>
<tr>
<td>Business Strategy Game (BSG) performance</td>
<td>25%</td>
</tr>
<tr>
<td>Creative Content Strategy (on-line) Presentation</td>
<td>15%</td>
</tr>
<tr>
<td>Annual Report of BSG company operations</td>
<td>15%</td>
</tr>
<tr>
<td>Miscellaneous Assignments</td>
<td>15%</td>
</tr>
<tr>
<td>Strategy Case Analysis (Final Exam)</td>
<td>15%</td>
</tr>
<tr>
<td>Total (may be adjusted up or down based on participation and peer evaluation)</td>
<td>100%</td>
</tr>
</tbody>
</table>

### GRADING SCALE

<table>
<thead>
<tr>
<th>Score (%)</th>
<th>Letter Grade</th>
<th>Quality Points</th>
<th>College Catalog Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>93.0 – 100</td>
<td>A</td>
<td>4.00</td>
<td>Superior</td>
</tr>
<tr>
<td>89.7 – 92.9</td>
<td>A</td>
<td>3.70</td>
<td></td>
</tr>
<tr>
<td>86.3 – 89.6</td>
<td>B+</td>
<td>3.30</td>
<td>Very Good</td>
</tr>
<tr>
<td>83.0 – 86.2</td>
<td>B</td>
<td>3.00</td>
<td>Good</td>
</tr>
<tr>
<td>79.7 – 82.9</td>
<td>B-</td>
<td>2.70</td>
<td></td>
</tr>
<tr>
<td>76.4 – 79.6</td>
<td>C+</td>
<td>2.30</td>
<td>Fair</td>
</tr>
<tr>
<td>73.0 – 76.3</td>
<td>C</td>
<td>2.00</td>
<td>Acceptable</td>
</tr>
<tr>
<td>69.7 – 72.9</td>
<td>C-</td>
<td>1.70</td>
<td></td>
</tr>
<tr>
<td>66.4 – 69.6</td>
<td>D+</td>
<td>1.30</td>
<td></td>
</tr>
<tr>
<td>63.0 – 66.3</td>
<td>D</td>
<td>1.00</td>
<td>Barely acceptable, passing</td>
</tr>
<tr>
<td>59.7 – 62.9</td>
<td>D-</td>
<td>.70</td>
<td></td>
</tr>
<tr>
<td>Below 59.7</td>
<td>F</td>
<td>0.00</td>
<td>Failure</td>
</tr>
<tr>
<td>Sunday</td>
<td>Monday</td>
<td>Tuesday</td>
<td>Wednesday</td>
</tr>
<tr>
<td>--------</td>
<td>--------</td>
<td>---------</td>
<td>-----------</td>
</tr>
<tr>
<td></td>
<td></td>
<td>First Class</td>
<td>Purchase Course materials and register on BSG Website. <a href="https://www.bsg-online.com/">https://www.bsg-online.com/</a></td>
</tr>
<tr>
<td>Aug 30</td>
<td>Aug 31</td>
<td>Sep 1</td>
<td>Sep 2</td>
</tr>
<tr>
<td>Sep 6</td>
<td>Sep 7</td>
<td>Sep 8</td>
<td>Sep 9</td>
</tr>
<tr>
<td>Sep 13</td>
<td>Sep 14</td>
<td>Sep 15</td>
<td>Sep 16</td>
</tr>
<tr>
<td>Sep 20</td>
<td>Sep 21</td>
<td>Sep 22</td>
<td>Sep 23</td>
</tr>
<tr>
<td>Sep 27</td>
<td>Sep 28</td>
<td>Sep 29</td>
<td>Sep 30</td>
</tr>
<tr>
<td>Nov 1</td>
<td>Nov 2</td>
<td>Nov 3</td>
<td>Nov 4</td>
</tr>
<tr>
<td>Nov 8</td>
<td>Nov 9</td>
<td>Nov 10</td>
<td>Nov 11</td>
</tr>
<tr>
<td>Nov 15</td>
<td>Nov 16</td>
<td>Nov 17</td>
<td>Nov 18</td>
</tr>
<tr>
<td>Nov 22</td>
<td>Nov 23</td>
<td>Nov 24</td>
<td>Nov 25</td>
</tr>
<tr>
<td>Nov 29</td>
<td>Nov 30</td>
<td>Dec 1</td>
<td>Dec 2</td>
</tr>
<tr>
<td>Dec 6</td>
<td>Dec 7</td>
<td>Dec 8</td>
<td>Dec 9</td>
</tr>
</tbody>
</table>

**408-02** Final Exam (Case Analysis)

**408-01** Final Exam (Case Analysis)
Creative Content Strategy Presentation (15% of course grade)

You are to create a presentation to describe your firm’s unique global brand image and other creative elements of its global strategy. The guidelines for this presentation are not rigid—the main emphasis should be on exhibiting your CREATIVE abilities in illustrating the company's global branding strategy. There will be several examples of previous student creative efforts posted under the CONTENT section of OAKS.

Required (peer reviewed) components of presentation:
Company Name; Company Logo; Company Slogan; Sample of creative content for advertising (e.g. commercial, print ad, storyboard, etc.)  **Note: if you only include the minimum required components, do not expect a grade above 70.**

Format of Presentation
Although most students use powerpoint, you may use any presentation format as long as everyone else in the class can gain access to it when you post it to the OAKS discussion board. Do not use Google Docs as your post, as a password may be needed. I need the actual file posted. (However, you can include a link to YouTube, website, etc. in your presentation file.) You could also do a Zoom presentation (live or recorded) now that Zoom is incorporated in to OAKS.

Grading of presentation
**Instructor grade:** I will be grading using three main components: creativity, effectiveness, and effort.
**Peer grade:** Part of your grade will be determined by peer evaluation of your presentation. Peer evaluation components are: Company name, company logo, slogan, advertising, creativity, and effort.

Due Date for posting presentation
All presentations must be posted to the OAKS discussion board no later 11:30 p.m. on Thursday Dec. 3. If your presentation is in a format other than powerpoint (e.g., prezi, website, youtube, etc.) you must ensure that it is available to all course members for evaluation.

Deadline for presentation evaluations on presentation
All class members must submit their presentation evaluation form to the OAKS dropbox no later than 11:30 p.m. on Friday Dec. 4. Please read and follow the directions for these evaluations. **Missing or incorrect forms will result in a deduction from your presentation score and will negatively impact the participation component of your final grade.**

Company Annual Report  (15% of course grade)

You are required to submit an annual report of your company’s operations, following the SEC’s form 10-k reporting guidelines (modified for this course). While you may include as much “glossy fluff” that you want to improve the appearance of your report, you MUST have the following sections:

- Table of Contents
- Chairman’s letter
- The following components of the 10-k report: (1) Description of Business; (2) Risk Factors; (3) Properties; (4) Market for Registrant’s Common Equity and Related Stockholder Matters; (5) Selected Financial Data (minimum income statement and balance sheet); (6) Management’s Discussion and Analysis of Financial Condition and Results of Operations
- Corporate Social Responsibility (CSR) report

Please look at the annual report of any publicly traded enterprise (especially the form 10-K filing) for an example of the above components. I will post (student-created) sample annual reports on OAKS for you to look at as well. If you have any questions, please ask me. You must include financial data for a 3-year period. Use Year 16 as the basis year and include years 15 and 14 in your financial analysis. **Due Date:** Report must be submitted in PDF format to the OAKS drop box by 11:30 p.m. on Thursday Nov. 19. **Your report will be submitted to Turnitin.com for an originality check.**
Instructions for Purchase of Textbook and Registration for Business Strategy Game

Please view this video tutorial before registering:  Account Registration

Then, to register:

1. Launch your web browser and go to http://www.bsg-online.com/.
2. Click the button for New Students at the top-left.
3. Enter your Company Registration Code. Make sure that you enter the registration code for the company that you have been assigned (see registration codes on the class list below these instructions).
4. Complete the brief registration form and click the Continue button at the bottom of the form.

Select Payment Option (you will select “Use a Credit/Debit Card”). Then click the Credit/Debit Card Registration button on the next page. The registration fee is $114.95 for each team member. Have a credit/debit card ready. Payment may be made using Visa, MasterCard, Discover, or American Express. Should you not have a credit card, the easiest alternative is to use a teammate or friend's credit card to pay your registration fee and then reimburse him or her by cash or check.

Following registration, you will be directed to your Corporate Lobby page where you instantly have full access to all BSG ValuePak materials and can view/print the text chapters, the chapter-end exercises, the Player's Guide for The Business Strategy Game, and browse through all the course materials and assignments. You should spend 15-20 minutes familiarizing yourself with the menus, links, and information appearing on your Corporate Lobby page. While the BSG simulation will not commence until mid-way through the semester, you need to read all game materials and view all instructional videos ahead of time.

REGISTRATION CODES FOR TEMPORARY TEAM MEMBERSHIP

Use the registration code shown posted on OAKS when you purchase the textbook/simulation. This will assign you to a specific one-person company in the Business Strategy Game simulation and will give you access to the course textbook and chapter quizzes. When we start the simulation, you can work alone if you desire, or you can work in a team with up to two other students (maximum team size = 3 students). You can self-select teams, or you can let me know if you want me to randomly assign you to a 2-person or 3-person team. The deadline for official team formation will be announced via email.
BSG video tutorials are available on the website [https://www.bsg-online.com/](https://www.bsg-online.com/) or you can navigate directly from the links provided below. You should view all videos before October 1.

<table>
<thead>
<tr>
<th>Getting Started</th>
<th>Account Registration</th>
<th>Corporate Lobby Tour</th>
</tr>
</thead>
<tbody>
<tr>
<td>Simulation</td>
<td>Corporate Citizenship</td>
<td>Sales Forecast</td>
</tr>
<tr>
<td>Decision Input Screens</td>
<td>Plant Capacity</td>
<td>Capacity Purchases</td>
</tr>
<tr>
<td>(be sure to view all of these</td>
<td>Capacity Construction/Additions</td>
<td>Branded Production</td>
</tr>
<tr>
<td>before the simulation starts)</td>
<td>Branded Distribution</td>
<td>Internet Marketing</td>
</tr>
<tr>
<td></td>
<td>Wholesale Marketing</td>
<td>Bids for Celebrity Endorsements</td>
</tr>
<tr>
<td></td>
<td>Private-Label Operations</td>
<td>Finance and Cash Flow</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Footwear Industry Report Pages (Results)</th>
<th>Page 1 (scoreboard)</th>
<th>Page 2 (EPS, ROE, stock price)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Page 3 (credit rating, image rating, CSRC)</td>
<td>Page 3b (bonus point awards)</td>
</tr>
<tr>
<td></td>
<td>Page 4 (industry overview / plant capacity)</td>
<td>Page 5 (financial performance summary)</td>
</tr>
<tr>
<td></td>
<td>Page 6 (performance benchmarks)</td>
<td>Page 7 (celebrity endorsements / graphs)</td>
</tr>
</tbody>
</table>