MANG 4480

James W. Logan
University of New Orleans
Management 4480 Section 001  
Fall, 2015  
KH223 Monday and Wednesday at 3:30 – 4:45

Professor: James W. Logan, Ph.D. (Jim)  
Office: 359-E, Kirschman Hall (inside Management Dept. Office)  
Communication: Phone: Office 504 280 6955 – (only use for emergencies, email is quicker/more reliable)  
Email: jlogan@uno.edu (Most Reliable and Quickest Contact)  
Office Hours: Via Email and Mon/Wed 1:30 3:30; after class, also by appointment – arrange via email

NOTE: Leaving a voice mail on my office phone may not get a quick response from me. I do not have a secretary or student assistant, so the best way to contact me is via email, which I check several times per day. If you want to leave me a phone number in the email I will call as soon as possible. Please always identify the class which you attend by time (i.e. 4480 Section 001 or “the 3:30 4480 class”

Text and Simulation:  
**Strategy: Core Concepts and Analytical Approaches, 3rd Edition**, Thompson. This will be available to read and/or download and print at [www.bsg-online.com](http://www.bsg-online.com) once I give you a registration number for the text and simulation. You will receive this and register for the BSG simulation at the same time. The price will be approximately $135.00 and you can pay by credit card and order directly from the BSG simulation site, or for those of you with bookstore vouchers, the bookstore can arrange for you to purchase through them after you are assigned a team.

You will receive a text to read online or download, cases to read online or download, access to Power Point™ text slides, and access to the BSG simulation and Power Point™ BSG slides. There are no other texts or reading packets to buy, but there will be several slide packets and audio and video lecture pods available on Moodle during the course of the semester.

Download this by ordering with a credit card. Information about how to do this will be provided via separate email. **You cannot register for the simulation until I give you a registration number.** Every class member must download this text and simulation in order to have access to the course materials.

Systems  
The course materials will work on most computers, whether PC or Mac. It is your responsibility to have adequate computer systems available to utilize the technology used in this class. You can use your personal computer, or the computers in the COBA computer lab. It is best if you have a laptop or tablet computer so that you can access the internet while in class.

Moodle  
You will also be able to access a large amount of materials on Moodle. **YOU ARE RESPONSIBLE FOR HAVING ACCESS TO THE MOODLE SITE** during the course of the class, as I put any changes, additions, deletions, etc. on this site and also use the class roster maintained on this site to communicate with the class. If you are not on the class list of this site and check it regularly, then you will likely miss important changes. **This Moodle site uses your UNO email address and that is the only one I will use to communicate.**

Prerequisites  
**MANG 3402, MKT 3501, FIN 3300, and senior standing.** This course is a study of business policies integrating the functions of all fields of business administration. The course is designed to give the student the top management viewpoint of the operation of a business enterprise. Strategy development and implementation are emphasized. You must have received permission to enroll in this class from the College office prior to enrollment. This class is intended to be taken in the last semester before graduation.

Course Philosophy  
This course is viewed as a capstone course in the undergraduate business curriculum. In this course you are expected to use those skills and concepts you mastered during your previous COBA courses. Surveys of alumni and those who employ them consistently emphasize four areas in which Business graduates seem to need more practice: (1) Leadership, (2) Communication; both written and oral (3) Effective workgroup performance, and (4) Critical thinking skills. To effectively complete this course you will practice and demonstrate performance in these four areas while you learn about the discipline of Strategy.
Objectives
Upon successful completion of this course, the following objectives will have been accomplished by the student.

1. The student will learn and practice the concepts and techniques involved in strategic management of an organization.
2. The student will use critical thinking techniques that incorporate internal and external environmental scanning in decision-making.
3. The student will justify his or her analysis and recommendations, using business theories and principles, for the strategic and operational change recommendations made during case analysis and simulation management.
4. The student will practice the management of a company in a competitive global environment through the use of a simulation of a multi-national firm.
5. The student will effectively communicate using both written and oral communication skills.

Course Policies

Attendance
One of the major benefits of this class is the chance to participate in the discussion and exchange of ideas on the various cases we evaluate, and the discussion on the simulation. Consequently, participation will be monitored so those who intelligently participate in class may be rewarded. If you do not attend class, you cannot receive credit for participation for that class session. If you miss class or any part of class, you must turn in a written communication (email is fine) explaining your absence. If it isn’t on file, it is not an excused absence. Absences will be evaluated according to UNO policy as stated in the UNO student handbook, available at www.uno.edu.

There will be various assignments due at specific times during the course of this class. Late written or testing assignments are penalized by one letter grade for each day or part of a day late. Late simulation decisions are penalized by subpar performance in the simulation, in that the simulation is run on a schedule and if you do not get your decision set in on time, the decision will run with the last decision set saved. If you have any problems with the schedule or unforeseen events affecting your ability to complete scheduled assignments, please contact me @ jlogan@uno.edu as soon as possible so we can minimize the disruption to your educational experience.

Bring a paper copy of the class notes to class, as I refer to them during lectures and discussions and expect you to write notes and draw graphs on them. Note set 2 should be printed full size and multiple copies (3) of the blank slides where you can draw graphs.

Schedule
You will be provided with an official class event schedule. The class will follow this schedule unless unforeseen events force us to change.

Student Disability Accommodations
It is University policy to provide, on a flexible and individualized basis, reasonable accommodations to students who have disabilities that may affect their ability to participate in course activities or to meet course requirements. Students with disabilities should contact the Office of Disability Services as well as their instructors to discuss their individual needs for accommodations. For more information please go to http://www.ods.uno.edu.

Academic Integrity
Academic integrity is fundamental to the process of learning and evaluating academic performance. Academic dishonesty will not be tolerated. Academic dishonesty includes, but is not limited to, the following: cheating, plagiarism (this includes copying any other person’s work without giving credit), tampering with academic records and examinations, falsifying identity, and being an accessory to acts of academic dishonesty. Refer to the UNO Student Code of Conduct, available at http://www.studentaffairs.uno.edu, for further information. For on-line classes, this includes receiving help from others in completing individual projects and tests. I take the honor process very seriously in this class.

The way to avoid plagiarism is simple: If what you write and turn in as your work is copied or paraphrased from another source, give credit to that source. It is also helpful to remember that your professor can probably use Google, computer systems, and other resources as well as you can. Just do your own work and there will be no problems.
Privacy Policy
All personal information you provide will be used only to establish you as an officially registered participant in the course and to make appropriate assignments. Your personal information will not be shared with any parties other than official university personnel.

Course Evaluation
At the end of the semester, you will have the opportunity to complete a course evaluation. The evaluation is confidential (instructors see only summary results the semester after you receive your grade from the Registrar). Evaluations are important to you and UNO...they help ensure that we continue to provide high caliber educational offerings and maintain the accreditations which create value for your degree. I welcome and encourage any suggestions for improvements during the course of the class.

Simulation
You will be formed into teams that will represent the top management of a hypothetical company. The team will be responsible for making appropriate management decisions in a competitive environment. Each team will compete with all other teams in the class, ranking at the end of the simulation to be decided by overall performance in the simulation and the quality of the written and oral presentations about your team’s performance in the simulation. Each team is also responsible for an initial Strategic Plan, a mid-simulation Strategic Review and Final Written and Oral Report on the activities of the company. This Final report will conform to professional standards with regard to style and format; you will be given a format to follow. Your simulation grade will be determined by the average of your grade for simulated company performance and your team’s grade for the written and oral reports of the simulation. Relative performance of each company is provided during the course of the semester so that you may track your progress. Your individual grade for the simulation and participation may be modified by the results of the confidential peer evaluation each team member is required to complete at the end of the semester – The results of the simulation are retained as evidence of your learning throughout the course of the undergraduate program – how you do does matter.

Teams
You will be assigned to a team that will craft and execute a strategy for an athletic footwear company. Your team will make sets of decisions and compete with other companies. Teams are self-formed, subject to the approval of the instructor. You should plan on no more than 3-4 students in each team. Experience has shown that teams usually perform better if they have a range of skills available, and all group members find it easy to meet when necessary.

Simulation Grade
Your individual grade in the simulation will be based on 5 factors:
1. How well your company performs in relation to the other companies
2. Two on-line knowledge quizzes about the BSG’s workings and performance evaluation
3. Company strategic plan assignments and results
4. Company Final PowerPoint Presentation and Oral Presentation
5. Peer evaluations on how well you contributed to your team

Note: simulation decisions submitted after assigned deadline times will not be accepted by the system and will result in penalties that will significantly reduce your company’s performance and standing.

Team Member Peer Evaluations
At the completion of the class team members will complete confidential on-line evaluations of the contribution and cooperation of fellow members. Each member is expected to be a fair-share participant in the team’s workload. THE INSTRUCTOR RESERVES THE RIGHT TO ADJUST THE PARTICIPATION GRADES OF TEAM MEMBERS WHO RECEIVE POOR PEER EVALUATIONS.

Case discussion
The student is expected to have read and analyzed the case scheduled for discussion in class before class starts. You are also expected to perform (if necessary) a financial analysis of the company in question (see handout on case analysis). You will be provided with questions to facilitate your case analysis for each case. Each class member must turn in written answers prior to class to the discussion questions for each case discussed in class: This must be done in Moodle prior to class start. You should bring a printed copy of your answers to class for class discussion (note: This is an individual, not a group, assignment).

Late written case analyses will be reduced by one letter grade for each day or part of a day late. Read your handouts and book for insight into case analysis. You will be given time to discuss the case with your team members in class, and then one or more teams
will be randomly selected to lead the class in the case discussion. The rest of the class is expected to interact with the presenting team during case discussion.

**Assignments**

Papers and other assignments (with exception of case discussion analyses; see above) turned in later than the assigned time will be subject to a drop in grade by one letter for each day or part of a day late. Failure to turn in a decision before the deadline can result in simulation financial penalties as well as sub-par simulation performance for your team. Note: Please mark clearly which class section and team you are a member of when turning in assignments that are team-specific.

**Tests**

There will be multiple-choice type tests associated with the text chapters and knowledge exams on the simulation. The tests will be taken on-line and you have an open time frame to take the tests. That is, you will be able to take the tests at your convenience. However, once started, the tests will need to be completed. The point of testing this way is to ensure you have learned the correct knowledge, not just provide a grade point – accordingly, two tries at the tests will be allowed, and your best grade retained. For the BSG quizzes only, you must score at least 70% to receive your participation points for the simulation.

**Graded Assignments**

There will be grade opportunities for both individual and group activities.

**Group Activities**
- Strategic plan
- Final Simulation Report
- Overall Standing in Simulation
- Peer Evaluation of Group Activity

**Individual Activities**
- Written Case Analysis
- Knowledge Application Exams and Quizzes
- Participation

**Overall course philosophy**

Since this is your last year as an undergraduate student, each class member is expected to participate in class to the fullest extent their capabilities and training allow. The focus of this class is on application of what you have learned during your undergraduate education. This is your class, and you should use this class as education and training for those situations you may face after graduation. Discussion of the cases presented is a very important part of the learning experience in this class.

**EVALUATION PROCEDURE**

Final grade will be based on the following:

**Grade Scale:**

<table>
<thead>
<tr>
<th>Exams</th>
<th>Participation</th>
<th>Simulation</th>
<th>Cases</th>
<th>Grade Scale</th>
</tr>
</thead>
<tbody>
<tr>
<td>40%</td>
<td>10%</td>
<td>40%</td>
<td>10%</td>
<td>90-100</td>
</tr>
<tr>
<td></td>
<td></td>
<td>60-69</td>
<td></td>
<td>80-89</td>
</tr>
<tr>
<td></td>
<td></td>
<td>59&lt;</td>
<td></td>
<td>70-79</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>60-69</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>59&lt;</td>
</tr>
</tbody>
</table>