STATEMENT OF PURPOSE

“Strategy is a deliberate search for a plan of action that will develop a business’s competitive advantage and compound it.”

Bruce Henderson, Founder of Boston Consulting Group

The capstone course in business represents an opportunity to integrate the common body of knowledge gained across the core business courses, as well as a chance to evaluate the degree to which you have retained and can utilize the knowledge you have gained. In other words, can you use the information gained across your degree program to make effective business decisions. Additionally, this course will challenge your ability to solve new problems, to assimilate and recognize problem relevant data, and to engage in a self-directed search for solutions to problems. These are all critical skills in “real world” business.

In order to accomplish this purpose in a safe environment, we will be using the Capsim computerized business simulation. This program is used in capstone course at hundreds of institutions across the United States and around the world.

COURSE OBJECTIVES

1. Learning to apply course material (to improve thinking, problem solving, and decisions).

2. Developing specific skills, competencies, and points of view needed by professionals in the field most closely related to this course.

3. Critical thinking and analysis.

4. Ability to work effectively within groups and teams.
STUDENT RESPONSIBILITIES

1. Complete all assigned work.
2. Actively participate in the classroom and on your team.
3. Become knowledgeable about all aspects of your simulated company.
4. Work in a professional manner at all times (inside and outside of the classroom).

REQUIRED COURSE READINGS & SIMULATION

Required Readings:

The Capsim Capstone Simulation guide

Required Computer Simulation:
- Capstone Business Simulation—MUST BE PURCHASED ONLINE. You must purchase your own copy of the simulation in order to receive a grade above 0.0 for this course.
- CompXM exam.

Instructions to purchase the simulation and CompXM:
- Go to: http://www.capsim.com/
- Click the “register” button on the left side of the screen.
- Sign-up for our class, industry: C36744

GRADING

- Capsim Homework Assignments 50 points each (x5)
- Team Practice Simulation Assignment 50 points
- Team Contract 50 points
- Simulation Team “Quizzo” 150 points
- Competitive Simulation
  o Company Excellence Rubric 250 points
  o Competitive performance 250 points

TOTAL 1000 points

Up to 215 points of Extra Credit may be earned (see below).

• CAPSIM HOMEWORK ASSIGNMENTS:
  o There are five homework assignments available in Capsim this term. (Assignment 1-1A and 1-1B are two parts of the same assignment). Each has a computer deadline—it may not be submitted after that deadline for credit.

• AUTOMATIC “A”:
  o Any team that completes the competitive simulation with their company ranked in the top-15% nationally will receive an automatic final grade of 4.0 for the course. (In any of the following performance categories: cumulative profit, stock price, return on sales, or return on equity)
• **FIRING A TEAM MEMBER:**
  o Any student who fails to meet their agreed upon role performance (in accordance with the signed and submitted Team Contract) may be fired by their team. To fire a group member, the team needs to document the three (or more) instances in a written appeal to the professor. If approved, the fired individual will be removed from the team and will receive zero points for the competitive simulation and for the peer evaluation.

• **EXTRA CREDIT:**
  o **CompXM exam:** Any student who successfully completes the CompXM exam (requires approximately 10-12 hours of work) with a score of 80% or better will receive 200 points extra credit towards their final grade. Extra credit must be completed prior to noon on June 2\textsuperscript{nd} in order to count. (Scores of 65-79.99% will receive 100 points; and scores below 65% will not receive extra credit for this assignment.)
  o **Team Quiz Zoo:** The winning team on the “simulation quizzo” will receive 15 points extra credit per person.

Team grades for “simulation performance” will be as follows:
• **Assigned based on team placement upon completion of year 8 of the simulation**—utilizing Capsim default company performance criteria and weightings.
  - 1\textsuperscript{st} place: 250 points
  - 2\textsuperscript{nd} place: 225 points
  - 3\textsuperscript{rd} place: 200 points
  - 4\textsuperscript{th} place: 175 points
  - 5\textsuperscript{th} place: 150 points
  - 6\textsuperscript{th} place: 125 points

**FINAL GRADES WILL BE ASSIGNED AS FOLLOWS:**

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
<th>GPA</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>93.00% to 100%</td>
<td>4.0</td>
</tr>
<tr>
<td>A-</td>
<td>90.00% to 92.99%</td>
<td>3.7</td>
</tr>
<tr>
<td>B+</td>
<td>87.00% to 89.99%</td>
<td>3.3</td>
</tr>
<tr>
<td>B</td>
<td>83.00% to 86.99%</td>
<td>3.0</td>
</tr>
<tr>
<td>B-</td>
<td>80.00% to 82.99%</td>
<td>2.7</td>
</tr>
<tr>
<td>C+</td>
<td>77.00% to 79.99%</td>
<td>2.3</td>
</tr>
<tr>
<td>C</td>
<td>73.00% to 76.99%</td>
<td>2.0</td>
</tr>
<tr>
<td>C-</td>
<td>70.00% to 72.99%</td>
<td>1.7</td>
</tr>
<tr>
<td>D+</td>
<td>67.00% to 69.99%</td>
<td>1.3</td>
</tr>
<tr>
<td>D</td>
<td>63.00% to 66.99%</td>
<td>1.0</td>
</tr>
<tr>
<td>D-</td>
<td>60.00% to 62.99%</td>
<td>0.7</td>
</tr>
<tr>
<td>F</td>
<td>59.99% and below</td>
<td>0.0</td>
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**COURSE POLICIES**

**Talking in Class**
Class participation is expected and thoughtful questions are encouraged. However, personal conversations—even about class—no matter how quiet, are not acceptable. If you are talking out of turn, I will stop class to give you a warning. Any instance after that, it is assumed
that you are aware of this policy and you will be asked to leave class for the remainder of the day. You will remain accountable for all material covered.

**No Electronics Policy in Class:**

Laptop computers, cell phones, or any other text messaging or communication device may not be used at any time during class. Each incidence results in a 50 point penalty to the student’s final grade.

**Make-up Policy**

Due to the structure of course grading, this is rarely relevant. However, if you miss the team quiz, you will receive 50% of your team’s score.

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**UNIVERSITY/COLLEGE OF BUSINESS SECTION**

**Academic Integrity:**

Violations of academic integrity involve the use of any method or technique enabling you to misrepresent the quality or integrity of any of your university work and/or program of study. Students committing academic dishonesty will be reported to the appropriate university officials and their course grade may be lowered to a 0.0.

**Challenging an Assigned Course Grade:**

Consistent with College of Business Administration policies, final course grades may be challenged. In order to challenge a grade, the student MUST provide objective proof that one of the following two situations occurred:

1. The student was graded differently than other students in the class, thus biasing their opportunity to earn a fair grade.
2. The student was required to perform tasks different from, or beyond those assigned to other students in the course in order to obtain their grade. (Note: extra-credit work, if offered, does not meet this criterion as it is bonus work taken voluntarily by the student for their own personal benefit (i.e., it favorably biases the student’s grade and therefore cannot harm them.)

If one of the two above conditions is met, the student should:

- First, seek an appointment with the professor to discuss the grievance and to present objective evidence of one of the above two conditions being met.
- If upon presenting evidence of one of the above conditions the matter is not resolved satisfactorily, then the student should present their evidence to the Chair of the Department of Management.

**Students with Disabilities:**

Eastern Washington University strives to make academic accommodations for students with identified special needs. Students with disabilities must register with the EWU Disability Support Services office if they require special accommodations. Once registered, you need to make yourself known to your course instructor as soon as possible.

**Religious Holidays:**

Students who must miss an examination due to a religious holiday should notify the instructor during the first two weeks of class.

**Copyrights:**

Students may tape lectures, and may type notes by computer. Neither tapes nor lecture notes may be sold by the student or traded for any form of personal benefit.