COURSE OUTLINE

BSAD 406 – Cumulative Evaluation – BBA in Management

Prepared By: Dr. Charles Fenner
A. **TITLE:** Cumulative Evaluation – BBA in Management

B. **COURSE NUMBER:** BSAD 406

C. **CREDIT HOURS:** (3)

D. **WRITING INTENSIVE COURSE:** (No)

E. **COURSE LENGTH:** (15 weeks)

F. **SEMESTER(S) OFFERED:** (Fall and Spring)

G. **HOURS OF LECTURE, LABORATORY, RECITATION, TUTORIAL, ACTIVITY:**
3 lecture hours per week

H. **CATALOG DESCRIPTION:** This course integrates the program material from the BBA in Management into a summative evaluation through company simulation software. Students incorporate knowledge of human resource management, operations management, managerial economics, professional ethics, business strategy, accounting and finance, and management of technology by running a virtual company.

I. **PRE-REQUISITES/CO-REQUISITES:**
   a. Pre-requisite(s): Completion of a minimum of 90 credit hours in the Bachelor Business Administration in Management Degree.

J. **GOALS (STUDENT LEARNING OUTCOMES):**
By the end of this course, the student will be able to:

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<th>Course Objective</th>
<th>Institutional SLO</th>
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<tr>
<td>b. Organize scarce company resources to market company products.</td>
<td>2. Crit. Thinking 3. Prof. Competence</td>
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<td>c. Evaluate sales report data to make future decisions on marketing company products</td>
<td>3. Prof. Competence</td>
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<td>d. Control human and material resources.</td>
<td>2. Crit. Thinking 3. Prof. Competence</td>
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<td>e. Explain the rationale for strategic decision making.</td>
<td>2. Crit. Thinking</td>
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<td>f. Justify the execution of a company’s operational strategy.</td>
<td>2. Crit. Thinking 3. Prof. Competence</td>
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<td>g. Analyze financial and accounting statements to make strategic decisions</td>
<td>3. Prof. Competence</td>
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K. **TEXTS:** None

L. **REFERENCES:** None
M. **EQUIPMENT:** CAPSIM Business Simulation Software

N. **GRADING METHOD:** A-F

O. **MEASUREMENT CRITERIA/METHODS:**
   - Simulation
   - Papers

P. **DETAILED COURSE OUTLINE:**

I. Employing Decision Making Techniques
   
   A. Evaluating sales data
   B. Evaluating product lifecycles
   C. Evaluating financial and accounting documents.

II. Comparison/Contrast Operational Decision Making Methods
   
   A. Research and Development of New Products
   B. Cost Analysis
   C. Risk vs. Reward
   D. Managerial Economics

III. Employing Human Resources
   
   A. Cost Analysis of Human Resources
   B. Ethical Decision Making
   C. Managing Technology vs. Managing Humans

IV. Strategic Decision Making
   
   A. Market Analysis
   B. Primary vs. Complimentary Strategies
   C. Porter’s Five Force Analysis
   D. SWOT (Strengths, Weaknesses, Opportunities, Strengths)