

**STATE UNIVERSITY OF NEW YORK  
COLLEGE OF TECHNOLOGY  
CANTON, NEW YORK**



**COURSE OUTLINE**

**BSAD 406 – Cumulative Evaluation – BBA in Management**

**Prepared By: Dr. Charles Fenner**

**SCHOOL OF BUSINESS AND LIBERAL ARTS  
BUSINESS DEPARTMENT  
Spring 2016**

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:

<b><i>Course Objective</i></b>	<b><i>Institutional SLO</i></b>
a. Plan research and development of new company products.	<b>2. Crit. Thinking 3. Prof. Competence</b>
b. Organize scarce company resources to market company products.	<b>2. Crit. Thinking 3. Prof. Competence</b>
c. Evaluate sales report data to make future decisions on marketing company products	<b>3. Prof. Competence</b>
d. Control human and material resources.	<b>2. Crit. Thinking 3. Prof. Competence</b>
e. Explain the rationale for strategic decision making.	<b>2. Crit. Thinking</b>
f. Justify the execution of a company's operational strategy.	<b>2. Crit. Thinking 3. Prof. Competence</b>
g. Analyze financial and accounting statements to make strategic decisions	<b>3. Prof. Competence</b>

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)