

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



MASTER SYLLABUS

BSAD 406 – Cumulative Evaluation in BBA in Management

Created by: Charles Fenner

**SCHOOL OF BUSINESS AND LIBERAL ARTS
BUSINESS DEPARTMENT
Spring 2019**

A. **TITLE:** Cumulative Evaluation in BBA in Management

B. **COURSE NUMBER:** BSAD 406

C. **CREDIT HOURS:** 3

D. **WRITING INTENSIVE COURSE:** No

E. **GER CATEGORY:** NA

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

G. **COURSE 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.

H. **PREREQUISITES/CO-COURSES:**

Pre-requisites: Completion of a minimum of 90 credit hours in the Bachelor Business Administration in Management Degree.

I. **STUDENT LEARNING OUTCOMES:**

<i>Course Student Learning Outcome [SLO]</i>	<i>PSLO</i>	<i>ISLO</i>
a. Plan research and development of new company products.	2. Communication Skills	1. Communication Skills (W)
b. Organize scarce company resources to market company products.	1. Critical Thinking and Analytical Competence	2. Critical Thinking (IA)
c. Evaluate sales report data to make future decisions on marketing company products	1. Critical Thinking and Analytical Competence	2. Critical Thinking (IA)
d. Control human and material resources.	9. Technology	5. Industry, Professional, Discipline Specific Knowledge and Skills
e. Explain the rationale for strategic decision making.	1. Critical Thinking and Analytical Competence	2. Critical Thinking (IA)
f. Justify the execution of a company's operational strategy	1. Critical Thinking and Analytical Competence	2. Critical Thinking (IA)
g. Analyze financial and accounting statements to make strategic decisions	8. Resource Management	5. Industry, Professional, Discipline Specific Knowledge and Skills

KEY	<u>Institutional Student Learning Outcomes [ISLO 1 – 5]</u>
ISLO #	ISLO & Subsets
1	Communication Skills Oral [O], Written [W]
2	Critical Thinking <i>Critical Analysis [CA], Inquiry & Analysis [IA], Problem Solving [PS]</i>
3	Foundational Skills <i>Information Management [IM], Quantitative Lit./Reasoning [QTR]</i>
4	Social Responsibility <i>Ethical Reasoning [ER], Global Learning [GL], Intercultural Knowledge [IK], Teamwork [T]</i>
5	Industry, Professional, Discipline Specific Knowledge and Skills

J. **APPLIED LEARNING COMPONENT:** Yes X No _____

K. **TEXTS:** CompX Exam

L. **REFERENCES:** None

M. **EQUIPMENT:** CAPSIM Business Simulation Software

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

O. **MEASUREMENT CRITERIA/METHODS:**

- Simulation
- Research

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)