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

MASTER SYLLABUS

COURSE NUMBER – COURSE NAME
BSAD 406 – Cumulative Evaluation in BBA in Management

CIP Code: 52.99
For assistance determining CIP Code, please refer to this webpage
or reach out to Sarah Todd at todds@canton.edu

Created by: Charles R Fenner
Updated by: Charles R. Fenner

School of Business and Liberal Arts
Department: Business

Semester/Year: Fall 2023
A. **TITLE:** Cumulative Evaluation in BBA in Management

B. **COURSE NUMBER:** BSAD 406

C. **CREDIT HOURS:** *(Hours of Lecture, Laboratory, Recitation, Tutorial, Activity)*

- # Credit Hours: 3
- # Lecture Hours: 3 per week
- # Lab Hours: per week
- Other: per week

**Course Length:** 15 Weeks

D. **WRITING INTENSIVE COURSE:** Yes ☐ No ☒

E. **GER CATEGORY:** None: ☒ Yes: GER

*If course satisfies more than one:* GER

F. **SEMESTER(S) OFFERED:** Fall ☐ Spring ☐ Fall & Spring ☒

G. **COURSE DESCRIPTION:**

This course integrates the program material from the BBA in Management into a cumulative evaluation through industry 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 and cumulative examinations.

H. **PRE-REQUISITES:** None ☐ Yes ☒ If yes, list below:

Completion of a minimum of 90 credit hours in the Bachelor Business Administration in Management Degree; BSAD 449 - Strategic Policies and Issues; BSAD 406 - Operations Management.

**CO-REQUISITES:** None ☒ Yes ☐ If yes, list below:

I. **STUDENT LEARNING OUTCOMES:** *(see key below)*

By the end of this course, the student will be able to:

<table>
<thead>
<tr>
<th>Course Student Learning Outcome [SLO]</th>
<th>Program Student Learning Outcome [PSLO]</th>
<th>GER [If Applicable]</th>
<th>ISLO &amp; SUBSETS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plan, research and develop of new company products.</td>
<td>Critical Thinking and Analytical Competence</td>
<td>2-Crit Think ISLO ISLO</td>
<td>IA Subsets Subsets Subsets</td>
</tr>
<tr>
<td>Organize scarce company resources to market company products</td>
<td>Critical Thinking and Analytical Competence</td>
<td>2-Crit Think ISLO ISLO</td>
<td>IA Subsets Subsets Subsets</td>
</tr>
<tr>
<td>Evaluate sales report data to make future decisions on marketing company product</td>
<td>Critical Thinking and Analytical Competence</td>
<td>2-Crit Think ISLO ISLO</td>
<td>IA Subsets Subsets Subsets</td>
</tr>
<tr>
<td>Control human and material resources.</td>
<td>Resource Management</td>
<td>5-Ind, Prof, Disc, Know Skills ISLO ISLO</td>
<td>ISLO ISLO ISLO</td>
</tr>
<tr>
<td>Explain the rationale for strategic decision making.</td>
<td>Critical Thinking and Analytical Competence</td>
<td>2-Crit Think ISLO ISLO</td>
<td>ISLO ISLO ISLO</td>
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<tr>
<td>Justify the execution of a company’s operational strategy</td>
<td>Critical Thinking and Analytical Competence</td>
<td>2-Crit Think ISLO ISLO</td>
<td>ISLO ISLO ISLO</td>
</tr>
<tr>
<td>Analyze financial and accounting statements to make strategic decisions</td>
<td>Core Competence</td>
<td>5-Ind, Prof, Disc, Know Skills ISLO ISLO</td>
<td>ISLO ISLO ISLO</td>
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<tr>
<td>ISLO #</td>
<td>Communication Skills Oral [O], Written [W]</td>
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<tr>
<td>1</td>
<td>Critical Thinking Critical Analysis [CA], Inquiry &amp; Analysis [IA], Problem Solving [PS]</td>
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<td>2</td>
<td>Foundational Skills</td>
<td>ISLO ISLO ISLO</td>
<td>ISLO ISLO ISLO</td>
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<td>3</td>
<td></td>
<td>ISLO ISLO ISLO</td>
<td>ISLO ISLO ISLO</td>
</tr>
</tbody>
</table>
Information Management [IM], Quantitative Lit./Reasoning [QTR]

Social Responsibility
Ethical Reasoning [ER], Global Learning [GL],
Intercultural Knowledge [IK], Teamwork [T]

Industry, Professional, Discipline Specific Knowledge and Skills

*Include program objectives if applicable. Please consult with Program Coordinator

J. **APPLIED LEARNING COMPONENT:** Yes [ ] No [ ]

If YES, select one or more of the following categories:

- [ ] Classroom/Lab
- [ ] Internship
- [ ] Clinical Placement
- [x] Practicum
- [ ] Service Learning
- [ ] Community Service
- [ ] Civic Engagement
- [ ] Creative Works/Senior Project
- [ ] Research
- [ ] Entrepreneurship (program, class, project)

K. **TEXTS:**

None

L. **REFERENCES:**

None

M. **EQUIPMENT:** None [x] Needed:

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

O. **SUGGESTED MEASUREMENT CRITERIA/METHODS:**

Benchmark Simulation Software; Exams

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)
E. PESTLE Analysis

Q.  LABORATORY OUTLINE:  None ☒  Yes ☐