MASTER SYLLABUS

BSAD 406 – Cumulative Evaluation in BBA in Management

Created by: Charles Fenner
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:**

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

<table>
<thead>
<tr>
<th>ISLO #</th>
<th>ISLO &amp; Subsets</th>
</tr>
</thead>
</table>
| 1     | Communication Skills  
       | Oral [O], Written [W] |
| 2     | Critical Thinking  
       | Critical Analysis [CA], Inquiry & Analysis [IA], Problem Solving [PS] |
| 3     | Foundational Skills  
       | Information Management [IM], Quantitative Lit./Reasoning [QTR] |
| 4     | Social Responsibility  
       | Ethical Reasoning [ER], Global Learning [GL], Intercultural Knowledge [IK], Teamwork [T] |
| 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)