

Fall 2021

Meeting days: Tuesday/Thursday	Instructor name: Carsten Hennings DBA
Meeting times: 3:00 – 4:15 PM	Phone: (619) 849-2667
Meeting location: FSB 104	E-mail: chennin1@pointloma.edu
Final Exam: Exam Week – Tentatively December 16 @ 4:30 PM	Office location and hours: Office hours by Appointment

PLNU Mission

To Teach ~ To Shape ~ To Send

Point Loma Nazarene University exists to provide higher education in a vital Christian community where minds are engaged and challenged, character is modeled and formed, and service is an expression of faith. Being of Wesleyan heritage, we strive to be a learning community where grace is foundational, truth is pursued, and holiness is a way of life.

Fermanian School of Business Mission

Character – Professionalism – Excellence – Relationships – Commitment - Innovation

As members of a vital Christian community, we strive to provide high quality business programs that equip students to make a positive impact in their workplace and community by connecting purpose to practice.

COURSE DESCRIPTION

This course serves as a capstone experience for business students. It seeks to integrate the diverse areas of business study through formal instruction, a competitive business simulation, case analysis and in-depth analysis of current problems facing businesses. Consideration is also given to the policy development process, corporate social responsibility, and the highest purposes of business.

COURSE LEARNING OUTCOMES

Upon completion of this course, students will be able to:

1. Describe the key drivers of sustainable competitive advantage and economic profit. (PLO 1; PLO 2; PLO F1)
2. Conduct an actionable business situation analysis (PLO 1; PLO 2; PLO F2)
3. Develop and execute effective business strategies. (PLO 2)
4. Evaluate the purpose of business in society and articulate how their personal vision and sense of purpose relates to that greater purpose. (PLO 4)

5. Demonstrate well-developed teamwork skills when making strategic decisions (PLO 5).
6. Support decision-making using effective written and verbal communication (PLO 3).

REQUIRED TEXTS, TOOLS, AND RECOMMENDED STUDY RESOURCES

Required Text: West, G. P. (2020). *Strategic Management: Value Creation, Sustainability, and Performance* (6th ed.).

This text is bundled with the *Capsim* Capstone simulation and needs to be purchased from *Capsim*. Instructions for the purchase are found on the Canvas website.

ASSESSMENT AND GRADING

Activities and Point Distribution

Activity	Initial Points
Simulations: <ul style="list-style-type: none"> • <i>Capstone</i> Team Performance (Team) • <i>Capstone</i> Team Submissions <div style="text-align: right;">Subtotal</div>	200 <u>100</u> 300
Exams and Quizzes: <ul style="list-style-type: none"> • Chapter Quizzes • Final Exam • <i>CompXM</i> Competency Exam (Individual) <div style="text-align: right;">Subtotal</div>	120 200 <u>100</u> 420
Session Work and Participation: <ul style="list-style-type: none"> • Weekly Cases and Papers • Participation <div style="text-align: right;">Subtotal</div>	175 <u>105</u> 280
Total Points	1000

Points will be converted to grades as follows

Points	Grade	Points	Grade
930-1000	A	730-769	C
900-929	A-	700-729	C-
870-899	B+	670-699	D+
830-869	B	630-669	D
800-829	B-	600-629	D-
770-799	C+	0-599	F

INCOMPLETES AND LATE ASSIGNMENTS

All assignments are to be submitted/turned in when they are due—including assignments posted in Canvas. In general, a grade of 0 will be assigned to any work submitted late (as indicated in Canvas) without prior arrangement. Incompletes will only be assigned under extremely unusual circumstances.

SPIRITUAL CARE

Please be aware PLNU strives to be a place where you grow as whole persons. To this end, we provide resources for our students to encounter God and grow in their Christian faith. If students have questions, a desire to meet with the chaplain or have prayer requests you can contact the [Office of Spiritual Development](#).

PLNU COPYRIGHT POLICY

Point Loma Nazarene University, as a non-profit educational institution, is entitled by law to use materials protected by the US Copyright Act for classroom education. Any use of those materials outside the class may violate the law.

PLNU ACADEMIC HONESTY POLICY

Students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. Academic dishonesty is the act of presenting information, ideas, and/or concepts as one's own when in reality they are the results of another person's creativity and effort. A faculty member who believes a situation involving academic dishonesty has been detected may assign a failing grade for that assignment or examination, or, depending on the seriousness of the offense, for the course. Faculty should follow and students may appeal using the procedure in the university Catalog. See [Academic Policies](#) for definitions of kinds of academic dishonesty and for further policy information.

PLNU ACADEMIC ACCOMMODATIONS POLICY

PLNU is committed to providing equal opportunity for participation in all its programs, services, and activities. Students with disabilities may request course-related accommodations by contacting the Educational Access Center (EAC), located in the Bond Academic Center (EAC@pointloma.edu or 619-849-2486). Once a student's eligibility for an accommodation has been determined, the EAC will issue an academic accommodation plan ("AP") to all faculty who teach courses in which the student is enrolled each semester.

PLNU highly recommends that students speak with their professors during the first two weeks of each semester/term about the implementation of their AP in that particular course and/or if they do not wish to utilize some or all of the elements of their AP in that course.

Students who need accommodations for a disability should contact the EAC as early as possible (i.e., ideally before the beginning of the semester) to assure appropriate accommodations can be provided. It is the student's responsibility to make the first contact with the EAC.

PLNU ATTENDANCE AND PARTICIPATION POLICY

Regular and punctual attendance at all class sessions is considered essential to optimum academic achievement. If the student is absent for more than 10 percent of class sessions, the faculty member will issue a written warning of de-enrollment. If the absences exceed 20 percent, the student may be de-enrolled without notice until the university drop date or, after that date, receive the appropriate grade for their work and participation.

USE OF TECHNOLOGY

In order to be successful in your course, you'll need to meet the minimum technology and system requirements; please refer to the [Technology and System Requirements](#) information. Additionally, students are required to have headphone speakers, microphone, or webcams compatible with their computer available to use for any online or hybrid classes. Please note that any course with online proctored exams require a computer with a camera (tablets are not compatible) to complete exams online.

Problems with technology do not relieve you of the responsibility of participating, turning in your assignments, or completing your class work.

FINAL EXAMINATION POLICY

Successful completion of this class requires taking the final examination **on its scheduled day**. No requests for early examinations or alternative days will be approved.

COURSE SCHEDULE AND ASSIGNMENTS

The 'official' and up-to-date schedule of all activities will be on the Canvas website. Make sure to check this regularly.

Week	Dates	Readings	Topics
1	8/30 – 9/5	Chapter 1	Course Introduction / Strategy and Purpose
2	9/6 – 9/12	Chapter 3	Vision, Mission, Values
3	9/13 – 9/19	Team Member Guide	Clifton Strengths & Capstone Preparation
4	9/20 – 9/26	Chapter 4	Industry & Competitive Analysis
5	9-27 – 10/3	Chapter 5	Value Chain Analysis
6	10/4 – 10/10	Chapter 6	Resource-Based Competitive Advantage
7	10/11 – 10/17	Chapter 7	Business-Level Strategy
8	10/18 – 10/24		In-Class Strategy Exercise
9	10/25 – 10/31	Chapter 8	Industry Issues & International Strategy
10	11/1 – 11/7	Chapter 9	Competitive Dynamics
11	11/8 – 11/14	Chapter 10	Corporate Strategy
12	11/15 – 11/21	Chapter 11	Corporate Strategy
13	11/22 – 11/28		Capstone Round & Thanksgiving Break
14	11/29 – 12/5	Why Business Matters to God	Capstone Finale & Purpose Revisited
15	12/6 – 12/12		Review Week

CAPSTONE Simulation & CompXM

While we will do background reading for our class sessions, simply **the best way to learn about strategy is to do it!** Accordingly, you will “learn by doing” as you learn to manage a simulated firm’s strategies and operations over two practice and eight competitive planning periods. You will be placed in one of six teams in a six-team industry which will compete against each other in the *Capstone* environment. *Capstone* is the leading business strategy computer simulation and is used worldwide for undergraduate, MBA and executive level strategy training. Because of the simulation’s broad adoption and design, you will be able to benchmark your team’s performance not just against other teams in our class, but also against thousands of other teams across the U.S.

You will receive points towards your final grade based on how well your team does and on how your team-mates evaluate your contribution to the team’s efforts. Your Capstone team grade is worth 200 pts.

You will also receive grades for several ‘process’ papers – a team charter and competition round debrief papers.

Teams

As a businessperson you will do the great bulk of your work as members of teams. The reason for this is simple: a group of motivated people can achieve much more than any individual can alone. Similarly, some of the tasks in this class are more successfully tackled when students work in (effective) teams. Finally, this is a last opportunity for you to reflect on how you can be more successful in dealing with the many challenges of working in teams.

Your Capstone simulation has a team assessment tool which we will use. These assessments will affect the grades you receive on your teamwork for *Capstone*.

Capstone Grading

Capstone grading: Approximately 3000 undergraduate teams are running the *Capstone* simulation this semester worldwide. Your team’s final score will be based on your weighted ranking vis-à-vis national team performance standards, (possibly modified by your perceived efforts and learning), as follows:

- a) *If your team finishes the simulation at or above the 90th percentile in the nation: 200 pts.*
- b) *If your team finishes between the 80th and 89th percentile in the nation: 190 pts.*
- c) *If your team finishes between the 70th and 79th percentile in the nation: 180 pts.*
- d) *If your team finishes between the 60th and 69th percentile in the nation: 165 pts*
- e) *If your team finishes between the 50th and 59th percentile in the nation: 150 pts*
- f) *If your team finishes between the 40th and 49th percentile in the nation: 135 pts*
- g) *If your team finishes between the 30th and 39th percentile in the nation: 120 pts*
- h) *If your team finishes between the 20th and the 29th percentile in the nation: 100 pts*

- i) *If your team finishes below the 20th percentile in the nation: 80 pts.*
- j) **NOTE:** *low ranking teams which show SUBSTANTIAL progress in last couple of years may receive bonus points – instructor’s option. Moreover, a STRONG Executive Briefing at the end of the simulation WILL earn bonus points – instructor’s option.*
- k) **NOTE:** *your individual grade will be influenced by how your team evaluates your individual contributions using the peer evaluation tool in Capstone! For example, in a recent class, a team had one member who failed to show up for meetings and contributed little to decisions. Although the team as a whole received 200 points, the non-contributing member ended up with 105 points! The moral: give your best effort and pull your weight!*

CompXM

The group simulation is followed by an **individual** simulation – the *CompXM* Competency Exam – which will test each individual’s knowledge and ability to execute strategic concepts. **Be warned: If you are not deeply involved in your Capstone team’s decisions, you will struggle on the individual CompXM simulation!** The *CompXM* Competency Exam will constitute part of your final exam for the course and is worth 100 points.

CompXM Grading: Your *CompXM* scores will be curved against the top scoring student in the class this semester. Thus, if the top *CompXM* score is 800 pts and your score is 630 points, you would receive $630/800 = 0.79 \times 200 = 158$ points.

Final Exam

The final will likely be a written essay exam – worth 200 points. I will likely post study questions in advance from which I will select questions for the written essay exam.

Session Work

For most weeks, we will be discussing a case based on a newspaper article. There is also a short assignment in preparation to the discussion of the video in Week 14.

Participation

Regular attendance and participation in class activities and the chapter lecture videos is essential in this course and will be reflected in the participation grade.

Chapter Quizzes

For most weeks of the course there will be a short in class quiz testing that week’s chapter contents and concepts. The quiz will be done twice – once individually, and once in groups.