

University of Cincinnati

I. Course Information:

Title: MBA Capstone
Course #: BA7012-001
Credit Hours: 2
Term: Summer Semester 2018

II. Evaluator Information:

Name: Dr. Rajan Kamath
Title: Associate Professor of Strategy & International Business
Office Information: Lindner 513
Office: (513) 556-7132
Email: rajan.kamath@uc.edu
Office Hours: For online courses – by appointment, via email or telephone
Communication Policy: Students are encouraged to contact me anytime via email or phone. A response will be given within 36-48 hours except on weekends.

III. Link to Pace:



This course aligns with PACE, the Lindner College of Business platform for developing the *total* business professional.

P – Professionalism

- Enhance oral & written **communication**, express ideas clearly, logically and persuasively.
- Develop and practice **teamwork** skills through group projects and exercises.
- Practice professional habits of punctuality, preparation, respect and participation.

A – Academics

- Develop foundational knowledge of core **business functions** and their interactions within firms.
- Begin applying functional and cross-functional knowledge **to critically analyze business problems**; for example, applying techniques for business plan development.

C – Character

- Learn and apply **leadership** techniques for project management (plan, brief, execute, debrief).
- Build an understanding and initial skills of **managing diversity**, including understanding cultural differences, and challenges and opportunities of global business.
- Understand importance of **ethics and social responsibility** in business and personal settings.

E – Engagement

- Build understanding of importance and practices of **networking** through interactions with business professionals and guest speakers.
- Develop awareness and appreciation of **involvement** in social organizations, community service, and professional group opportunities.

IV. Course Background and Rationale:

A capstone experience of some kind is a required component of the MBA degree and is a requirement of all Master’s degrees awarded by the University of Cincinnati. Historically, this requirement has been accomplished in several different ways. It has been satisfied with a master’s thesis, a comprehensive exam, a comprehensive case analysis, and a field case study. It has been satisfied as part of an existing course as well as in a standalone course. At this time, the capstone is to be satisfied by a business simulation and comprehensive final exam building upon previous coursework and implemented in this standalone course-BA 7012. It is important to note that there is no new content in this course. It is fundamentally an **assignment** that is given 2 credit hours for the student to complete. This is the reason for the listing of an “Evaluator” as opposed to an “Instructor” for the course.

The Evaluator for this course issues a grade for the course based on the evaluation of the quality of the work on 3 dimensions – overall simulation performance of the team, self-reflection paper of the individual student and performance of the individual student on the CompXM exam. Because it is a capstone experience, your work on the self-reflection paper and the CompXM exam will also be evaluated by a **Second Reader** - a graduate faculty member of the Business College who will provide a simple assessment of “acceptable or unacceptable”. **A student must receive an “acceptable” evaluation by both the Evaluator and this Second Reader to be certified for graduation.** Refer to the grading criteria in Section IX Para 5 below for more information.

The purpose of the capstone is to provide each MBA student an opportunity to demonstrate facility with applying the concepts and tools developed during the MBA program in an integrative experience. It is also the last opportunity for the faculty to assess the competence of students for graduation. You are expected to do the very best you can on this assignment, as it represents your skill and competence in understanding and applying business concepts.

V. Course Materials

Required Materials:

All students must sign-up individually for the GlobalDNA package. This package will include two products: 1) Global DNA simulation, 2) CompXM final exam. The link for sign-up is on Blackboard: click on the tab “Capsim” on the Blackboard website for this class and

follow the link for purchasing the simulation – the cost is about \$46. Note: If your name is not included in the assignment list, it means you were not originally registered for the class, and you need to contact me to get registered. **If this is the case for you, do not attempt to register before you contact me.**

See the **Simulation Instruction** link in Blackboard for more complete instructions.

Optional Materials (Not required):

Some students may find the following paperback useful in helping refresh their knowledge of the business fundamentals in the context of this simulation. The link is as follows: http://www.amazon.com/Foundation-Hands--Introduction-Business-Fundamentals/dp/1508664102/ref=sr_1_1?ie=UTF8&qid=1462408230&sr=8-1&keywords=book+fundamentals+capsim

VI. Course Description:

This course is the capstone for your MBA program. Unlike prior capstones which required company and industry analyses, this term you will participate in a global simulation. The simulation will be completely individual. The simulation will test your ability to utilize and apply your knowledge of business fundamentals in a competitive environment.

GlobalDNA is a realistic, engaging, hands-on learning experience where students compete in international markets. As you gain insight into multinational operations, you will encounter differing market conditions and experience their influence on strategy. GlobalDNA allows students to apply what they have learned in the MBA curriculum, challenging their understanding of strategic thinking with tactical implementation.

The simulation and course will be implemented completely online. The final assignment is a self- reflection that will address several specific questions provided by the Evaluator. These questions and the required format will be available in Blackboard under the **Self-Reflection Questions** link.

VII. Student Learning Outcomes:

Upon successful completion of this course, the learner will be able to:

- Execute business strategy techniques within a global market environment that align with identified company goals.
- Integrate business functions in order to compete effectively across multiple, unique regional markets.
- Understand competitive positioning in a global market environment and demonstrate ability to effectively position products.

- Understand the strategic options for competing globally and the corporate motivations for entering international markets.
- Investigate the strategic complexities introduced by operating across national borders.
- Show understanding of regional currency and taxation issues and how they impact financial planning and decision making.
- Show the importance of aligning decision making across both corporate functions and international business units.

VIII. Course Communication:

University policy requires that the email set up in Blackboard is the primary means of communication. It is advisable that you use your UC email for this purpose and that you check it often. If you choose to change your email in Blackboard to a non-UC email it is your responsibility to ensure you check it frequently. Please see the attached Student Email Policy for more information:

http://www.uc.edu/content/dam/uc/infosec/docs/general/Policy_StudentEmail.pdf.

IX. Course and Grading Policies:

- 1. Course Structure:** Changes to the syllabus, due dates, course requirements or grading requirements will be made as far in advance as possible. Due dates will be clearly marked in Blackboard. All assignments will be submitted via Blackboard using Word document or an Excel document.
- 2. Academic Integrity:** As with all Lindner College of Business efforts, in this course you will be held to the highest ethical standards, critical to building character. Ensuring your integrity is vital and ultimately is your responsibility. To help ensure the alignments of incentives, the Lindner College of Business has implemented a “Two Strikes Policy” regarding Academic Integrity that supplements the UC Student Code of Conduct (see: http://www.uc.edu/conduct/Code_of_Conduct.html)
 - All academic programs at the Lindner College of Business use this “Two Strikes Policy”;
 - All cases of academic misconduct (e.g., copying other students assignments, failure to adequately cite or reference, cheating, plagiarism, falsification, etc.) will be formally reported by faculty; and
 - Students will be afforded due process for allegations as outlined in the policy.
- 3. Disability:** Students with disabilities who need academic accommodations or other

specialized services while attending the University of Cincinnati will receive reasonable accommodations to meet their individual needs as well as advocacy assistance on disability-related issues. Students requiring special accommodation must register with the Disability Services Office. <http://www.uc.edu/aess/disability.html>

4. LCB Weather Related Protocol:

When inclement weather threatens the safety of the University of Cincinnati community, the Senior Vice President for Administration and Finance may invoke University Rule [3361: 10-55-01](#) and declare an emergency closing.

In the event of inclement weather and the university is closed, the closure will not affect online courses such as this one. All course assignments, deadlines and activities will remain as scheduled in the course syllabus.

5. Criteria for letter grades:

The capstone course has two grading components; a grade for the course and a Pass or Failure for the capstone requirement. A failure grade in the course and/or the capstone requirement will result in a student not passing the MBA capstone and will require repetition of the course until satisfactorily passing in order to be certified for graduation.

The course letter grade assigned by the Evaluator is based on:

- Overall Simulation performance (50%)
- Individual - Self Reflection (20%)
- Individual - CompXM Final Exam (30%)

The Capstone Pass/Fail assigned by the Second Reader is based on:

- Individual - Self Reflection (25%)
- Individual - CompXM Final Exam (75%)

The following Graduate School grading scale will be used:

The final grade awarded will be based on the percentage of the total possible points awarded.

A	= Greater than 93.9%	A-	= From 90 to 93.9%
B+	= From 87 to 89.9%	B	= From 83 to 86.9%
B-	= From 80 to 82.9%		

6. Course Policies:

- **Late Assignments:** Written assignments submitted late will be penalized a 10% grade reduction per day. Simulation decisions may not be submitted late.
- **Problems:** Send a message to rajan.kamath@uc.edu immediately if you have issues and/or questions about the course assignments.
- **Course Structure:** Changes to the syllabus, due dates, course requirements or

grading requirements will be made as far in advance as possible. Due dates will be clearly marked in Blackboard. All assignments will be submitted via Blackboard using a PDF document or an Excel document.

X. Course Schedule:

The course is divided into two components: the Global DNA simulation and the final exam: Comp-XM. The simulation will comprise the majority of the course. It will be divided into two parts: Practice and Competition rounds. The practice rounds will give you an opportunity to learn how decisions are made, see the impact of those decisions and explore the sensitivity of the competitive environment to your decisions. Please use the Practice rounds wisely!

The Competition rounds will immerse you into an environment where you'll compete head-to-head with your classmates. Decisions are made on a weekly basis and results are posted within an hour. A full complement of reports will help you assess your competitive position in the market as well as your investors' perception of your firm's performance. Metrics for firm success are based on your selection of metrics from a list of options provided by the simulation. (See the **Simulation Instruction** link in Blackboard for more information.)

The second portion of the course is the Final Exam. This exam will extend over a two-week period. It will test each person's business competency with the business foundations. Students must pass the Final Exam to successfully complete the capstone.

A tentative weekly schedule is shown below:

Week(s)	Topic	Primary Assignments (see Modules for Comprehensive List)
Weeks 1 & 2	Introduction	Complete Self Introduction to the simulation by end of day 5/10
Weeks 1 & 2	GlobalDNA	Practice Round 1- Decisions due by 11 pm EDT on 5/15
Weeks 1 & 2	GlobalDNA	Practice Round 2 - Decisions due by 11 pm EDT on 5/19 *
Week 3	GlobalDNA	Competition Round 1 - Decisions due by 11 pm EDT on 5/26
Week 4	GlobalDNA	Competition Round 2 - Decisions due by 11 pm EDT on 6/2
Week 5	GlobalDNA	Competition Round 3 - Decisions due by 11 pm EDT on 6/9
Week 6	GlobalDNA	Competition Round 4 - Decisions due by 11 pm EDT on 6/16
Week 7	GlobalDNA	Competition Round 5 - Decisions due by 11 pm EDT on 6/23
Week 8	GlobalDNA	Competition Round 6 - Decisions due by 11 pm EDT on 6/30
Week 9	GlobalDNA	Competition Round 7 - Decisions due by 11 pm EDT on 7/7
Week 10	CompXM	Final exam – Exam available to begin on 7/9 at 8 am
Week 11	CompXM	Final exam – Exam access ends by 11 pm EDT on 7/21
Week 12	Wrap-Up	Self- Reflection paper due by 11 pm EDT on 7/28

Note: * Results of first two practice rounds will be deleted at 11:00 pm EDT on 5/21. You will

then be able to input your decisions for the first competitive round after that time.