Business Growth & Development
BUS 477 Fall 2011
Michael J. Tippins

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Nature of the Course:
To take this course you need to have completed the majority of your required business core courses and be of senior standing. While we will touch on many functional area-specific topics (e.g., marketing, accounting, operations), the focus of this course is on the application of knowledge that you acquire in this course, other courses and from your personal experiences. In order to achieve the goals set forth for this class you will participate in an online simulation, develop a business plan for an actual patented intellectual property and complete a number of smaller mini-cases/projects. You will also read some seminal business articles and practitioner books, as well as have access to several lecture modules that cover a variety of topics. It goes without saying that you must also be an active participate in our class discussions. And finally, I also expect you to behave in a professional manner and to seek my advice when problems or difficulties arise during the course of the term.

Course Objectives:
This course has several objectives. The first objective is to enhance each person’s ability to understand business at a more holistic level. By taking a broader perspective and gaining insights about the many interdependencies that link the different functional areas together, one can begin to gain a much better understanding how and why businesses operate, succeed and/or fail in the manners in which they do. A second objective is to learn how to perform a comprehensive business/market analysis (with emphasis placed on identifying external opportunities and threats). This type of analysis is critical to strategic planning and requires some skill at correctly identifying and defining various issues, analyzing their nature, developing potential courses of action and then implementing “best” practices/solutions. A third objective is to give you an opportunity to apply your business knowledge to “near” real-life situations. Accordingly, each team will prepare a formal business plan for a patented intellectual property and present the plan to a group of industry executives (e.g., venture capitalist, CEO, chief strategist). Teams will also participate in a dynamic simulation in which various marketing, R&D, finance, and production decisions will determine a company’s success or failure. A fourth and final objective is to enhance your communication skills (written and oral) and to provide you with a basic understanding of skills and characteristics that will be useful in the business environment.
Required Materials

Capstone Business Simulation (see below) and assigned practitioner books.

**COURSE COMPONENTS:**

1. Mini Cases/Projects
2. Business Plan and Presentation
3. Capstone Simulation
4. Professionalism and Class Participation

**Grading and Evaluation Criteria:**

<table>
<thead>
<tr>
<th>Component</th>
<th>% OF GRADE</th>
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<tbody>
<tr>
<td>Cases and Projects</td>
<td>25%</td>
</tr>
<tr>
<td>Business Plan Written Report</td>
<td>20%</td>
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<tr>
<td>Business Plan Presentation</td>
<td>15%</td>
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<tr>
<td>Capstone Simulation</td>
<td>30%</td>
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<tr>
<td>Professionalism and Class Participation</td>
<td>10%</td>
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<tr>
<td><strong>100%</strong></td>
<td></td>
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Grade | Percent  
--- | ------ 
A    | 95%    
A-   | 90%    
B+   | 87%    
B    | 83%    
B-   | 80%    
C+   | 77%    
C    | 73%    
F    | <72.9% |

NOTE: The ETS exam will be a graded component during those terms in which it is administered.
<table>
<thead>
<tr>
<th>Class Meetings</th>
<th>Topics</th>
<th>Assignment/Deliverables</th>
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| 9/8            | • Introductions  
• Formation of Teams  
• Overview of Simulation  |  |
| 9/13 - 9/15    | • Simulation Lecture Cont.  | Read: Capstone Team Guide & Go Through Tutorials |
| 9/20 - 9/22    | • Simulation Lecture Cont.  
• What is a Business Plan?  | Practice Round 1 Decisions 9/21 |
• Intellectual Property  | Practice Round 2 Decisions 9/28  
Capstone Simulation Strategy Paper |
| 10/4 - 10/6    | • Defining Opportunities and Threats  | Round 1 Simulation Decisions 10/5 |
| 10/11 - 10/13  | • Problem Solving Skills  
• Roads to Commercialization  | Round 2 Simulation Decisions 10/12 |
| 10/18 - 10/20  | • Time Management  
• How to Manage a Meeting  | Round 3 Simulation Decisions 10/19 |
| 10/25 - 10/27  | • Conducting a Performance Analysis  | Round 4 Simulation Decisions 10/26 |
| 11/1 - 11/3    | • Responsibilities and Ethics  
• Understanding Risk  | Round 5 Simulation Decisions 11/2 |
| 11/8 - 11/10   | • Communication Skills  
• Defending Your Ideas/Negotiating  | Round 6 Simulation Decisions 11/9 |
| 11/15 - 11/17  | • Value of Networking  | Round 7 Simulation Decisions 11/16 |
| 11/22          | • Roles and Responsibilities of Leaders  
• Exit Interview/Discussion with Dean  | Round 8 Simulation Decisions 11/21 |
| **11/24**      | • Thanksgiving Break  |  |
| 11/29 - 12/1   | • Realities of Implementation  
(coalitions, hidden agendas, etc.)  | Simulation Wrap-Up |
| 12/6 - 12/8    | • Presentations  |  |
| 12/13 - 12/15  | • Presentations  |  |