BUS 477 Business Growth & Development
Fall 2012
Michael J. Tippins

Office Hours: By appointment
Office: Sage Hall 1448
Phone/email: 920-424-2094/tippins@uwosh.edu
Program Assistant: Pat Stremer (920-424-1215)

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 objectives set forth for this class you will participate in an online simulation, develop a business plan for an actual patented intellectual property and contribute regularly with regard to in-class exercises/discussions. You will also read some seminal business articles, 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 all group assignments. 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 of 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 the “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 (details will be provided in class) and various articles (as needed).

COURSE COMPONENTS:

1. Business Plan and Presentation
2. Capstone Simulation
3. Professionalism and Class Participation

Grading and Evaluation Criteria:

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<tr>
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<th>% OF GRADE</th>
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<tbody>
<tr>
<td>Business Plan Written Report</td>
<td>35%</td>
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<tr>
<td>Business Plan Presentation</td>
<td>20%</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>15%</td>
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Grade | Percent
-----|--------
A     | 95%
A-    | 90%
B+    | 87%
B     | 83%
B-    | 80%
C+    | 77%
C     | 73%
F     | <72.9%
<table>
<thead>
<tr>
<th>Class Meetings</th>
<th>Topics</th>
<th>Assignment/Deliverables</th>
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| 9-6            | • Introductions  
                 • Formation of Teams  
                 • Intellectual Property |                         |
| 9/11 - 9/13    | • What is a Business Plan?  
                 • Roads to Commercialization | Read: Capstone Team Guide & Go Through Tutorials |
| 9/18 - 9/20    | • Simulation Lecture | Practice Round 1 Decisions 9/25 |
| 9/25 - 9/27    | • Simulation Lecture Cont. | Practice Round 2 Decisions 10/2  
                 Capstone Simulation Strategy Paper |
| 10/2 - 10/4    | • Simulation Lecture Cont. | Round 1 Simulation Decisions 10/9 |
| 10/9 - 10/11   | • Defining Opportunities and Threats  
                 • Problem Solving Skills | Round 2 Simulation Decisions 10/16 |
| 10/16 - 10/18  | • Understanding Risk  
                 • Responsibilities and Ethics | Round 3 Simulation Decisions 10/23 |
| 10/23 - 10/25  | • **Interim Presentations** | Round 4 Simulation Decisions 10/30 |
| 10/30 - 11/1   | • Communication Skills  
                 • Defending Your Ideas/Negotiating | Round 5 Simulation Decisions 11/6 |
| 11/6 - 11/8    | • Value of Networking  
                 • Time Management | Round 6 Simulation Decisions 11/13 |
| 11/13 - 11/15  | • Roles and Responsibilities of Leaders  
                 • How to Manage a Meeting | Round 7 Simulation Decisions 11/20 |
| 11/20          | • Realities of Implementation  
                 (coalitions, hidden agendas, etc.) |                       |
| 11/22          | • **THANKSGIVING BREAK** |                         |
| 11/27 – 11/29  | • Exit Interview: Assoc. Dean on 11/27  
                 • Simulation Debrief | Round 8 Simulation Decisions 11/27 |
| 12/4 - 12/6    | • Report Run-throughs & Finishing Touches on Presentations | Student Opinion Surveys |
| 12/11 - 12/13  | • Presentations | All Plans Due on 12/11 |