

# Start Here - Syllabus



Read the syllabus after the Course Home News. Then proceed to the Week 0 and Week 1 Course Content for further preparations.

Your Board of Directors ▼

## Board of Directors\*

**Vice President**      **Dr. Thomas Philippe**

**Vice Chair**      Professor

Office Phone (727) 341-3109

Office Hours      Virtually am available for Zoom meetings Mondays, Wednesdays (11:30AM to 1:30PM) and evenings email me for an appointment.

E-mail      philippe.tom@spcollege.edu      *Use MyCourses for course emails.*

Location      Clearwater Campus BT 119

**Chief**            **Dr. Robin Wilber**

**Financial  
Officer**

Professor

Office Phone (727) 341-3203

Office Hours I am available Face-to Face Monday and Wednesday from 9AM to 2PM. I am available for a call or email on all days. Please email for an appointment.

E-mail            wilber.robin@spcollege.edu *Use MyCourses for course emails. I will answer within 24 hours all days.*

Location        St Pete/Gibbs Campus TE Room 131-C

**Chief**            **Prof. Roni Murphy**

**Operating  
Officer**

Professor

Office Phone (727) 341-4628

Office Hours Monday 9:00 am- 11:00 am, Wednesday 5:00 pm- 6:00 pm. Please email for an appointment.

E-mail            murphy.roni@spcollege.edu *Use MyCourses for course emails.*

Location        St. Pete/Gibbs Campus TE Room 107-B

**Board**            **Dr. Wende Huehn-Brown**

**Secretary**

Professor

Office Phone (727) 341-3131 (quick to reply to voice messages)

Office Hours    Campus Office Hours Each Tuesday 10AM to 2PM and Wednesday 10AM to 12:30PM (or later depending on meeting schedule). Please call or email for an appointment.

Virtual Office Hours Each Wednesday

11:30AM to 12:30PM at TBD

Want to meet or Zoom another day or time? Just call or email to make an appointment that fits our schedules.

E-mail            huehnbrown.wende@spcollege.edu    *Use MyCourses for course emails. Quick to reply to emails.*

Location        St. Pete/Gibbs Campus TE Room 131-A and Zoom

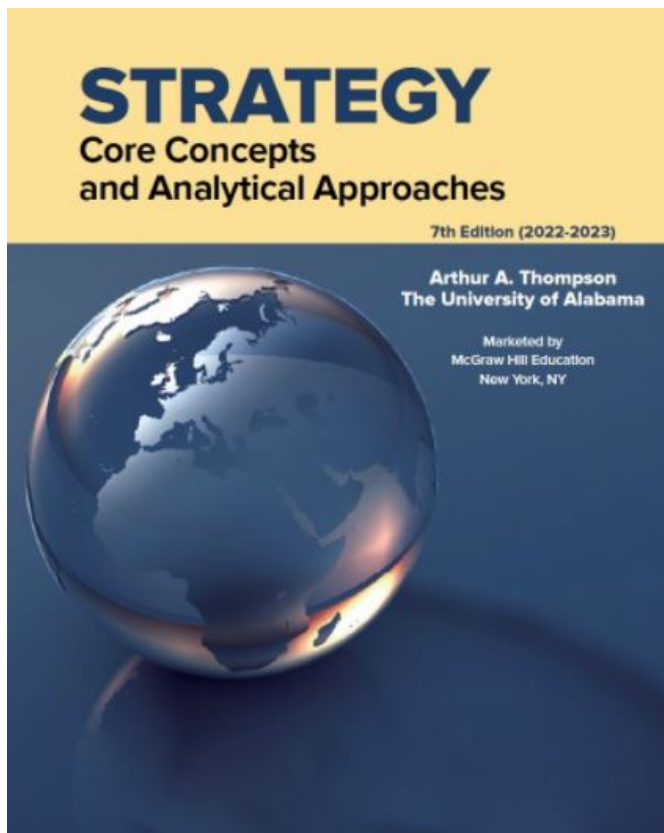
\* Capstone is team taught. Students run a simulated company reporting to the board of directors (professors). Capstone is student-led and students must finish team self-selection by end of Week 1.

Students should anticipate a response to MyCourses email and voice messages within 24 hours (max. 48 hour). If MyCourses is down or you are unable to upload your assignments, or if you have questions not related to this class, send correspondence directly to main SPC email accounts above.

Students are encouraged to make an appointment for office or other meeting times to assure availability.

**Required Text**





**BSG ValuePak:** Includes access for *The Business Strategy Game* (BSG) simulation and *Strategy: Core Concepts and Analytical Approaches* (7th Edition, 2022-2023) etext by Thompson, A. (McGraw-Hill).

See: <http://www.bsg-online.com/> and Week 1 course content **Business Strategy Game (BSG) Registration** for the registration code. Students may purchase access at the SPC bookstore or directly at this BSG website (no mark-up). Students with financial aid can use the Book Line of Credit at the campus bookstore 30 days before the class starts.

**Note:** See **BSG Week 1 Essential Tips** video for important tips on how to use the BSG resources. There are PDF documents. You should **Download the free Adobe Acrobat Reader DC** plug-in for use of the more advanced tools than what is available through your internet browser. Just contact **SPC Technical Support** if you need help setting it up.

## Course Description



**Prerequisite:** Student must have completed all major (core) courses in the College of Business Degree Program, with a grade of "C" or better and departmental permission.

**Description:** This course provides the opportunity for the student to demonstrate that she/he has learned the material from the program and can apply it in the real world. All program core courses must be completed before registering for capstone, and ideally it should be taken during the student's last semester at the college. It provides the student the opportunity to demonstrate proficiency in addressing business issues of today in a dynamic environment.

This is a 16 week course offered in fall and/or spring semesters only.  
94 contact hours.

**Equity Statement:** This course provides various resources to support all students to be successful building upon prior knowledge and experiences that further masters the business acumen. The course guides students through business policies and best practices. The learning environment is designed to be just, fair, and inclusive for all students assisting each student to further grow their abilities to reach

their full potential building competencies to excel in an evolving local and global business environments.

## Major Learning Objectives



1. Demonstrate business acumen gained in degree program core courses to identify business strategic issues.
2. Analyze general methods and informed ethical approaches for dealing with business issues.
3. Develop potential solutions to address business strategic issues.
4. Implement detailed solutions to address business strategic issues.

## Schedule

***Tentative Schedule - subject to change at anytime during the semester.***

For Excel file (to view/print with ease): Fall 2023 Schedule in Excel

For PDF file (to view/print with ease): Fall 2023 Capstone Schedule in PDF

Week #	Week Start Date	Assignment *	Points or percent	Assignment Description *	Date
0	10-Jul	Capstone Opens Early for Preparations		Start Reading MyCourses Course Home News, Syllabus, and Course Content.	ASAP
0	10-Jul	Introduction - Find a Team		Post Video and Company Application in MyCourses (start interviews early and keep availability up-to-date)	ASAP - Before Launch Meeting
1	14-Aug	Launch Meeting		Attend Launch at SP/Gibbs (Conference Center in the SU Bldg.) or Zoom	Tue Aug 15 6-8pm
1	14-Aug	Register Account and Tour BSG		Read MyCourses BSG Registration in MyCourses. Go to BSG for New Students -Create Account. Start Reading BSG Online Textbook and Player Materials after Registration	Thur Aug 17 8pm
1	14-Aug	Corporate Lobby Tour (3-minute video)		Watch BSG Video in Player Materials	Sun Aug 20 8pm
1	14-Aug	Interview Co-Managers	2	Fill out HR Appraisal for Minimum 4 Potential Co-Managers in MyCourses	Sun Aug 20 8pm
1	14-Aug	Team Self-Selection		Review Group Effectiveness and Finalize Company Management Team in MyCourses	Sun Aug 20 8pm
1	14-Aug	Read Chapter 1, 2, and 3		Read BSG Online Textbook (start early)	Sun Aug 20 8pm
1	14-Aug	Chapter 1, 2 and 3 Quiz Homework		Submit in BSG Assignments (self-assess reading)	Sun Aug 20 8pm
2	21-Aug	Introduction to BSG		Review BSG PowerPoint in MyCourses and Name Company in BSG	Sun Aug 27 8pm
2	21-Aug	Read Chapter 4 and 5		Read BSG Online Textbook	Sun Aug 27 8pm
2	21-Aug	Chapter 4 and 5 Quiz Homework		Submit in BSG Assignments (self-assess reading)	Sun Aug 27 8pm
2	21-Aug	Group Assignment	2	Complete Team Charter in MyCourses	Sun Aug 27 8pm
3	28-Aug	Read Chapter 6 and 7		Read BSG Online Textbook	Sun Sept 3 8pm
3	28-Aug	Chapter 6 and 7 Quiz Homework		Submit in BSG Assignments (self-assess reading)	Sun Sept 3 8pm
3	28-Aug	Understanding Exchange Rates		Read/Watch Videos and Links in MyCourses	Sun Sept 3 8pm
3	28-Aug	Read the BSG Player's Materials		Read BSG Player's Manual and Financial Ratios Used in BSG	Sun Sept 3 8pm
3	28-Aug	Quiz 1	7	Submit in BSG Assignments - BSG Player's Guide	Sun Sept 3 8pm
4	4-Sep	Read Chapter 8 and 9		Read BSG Online Textbook	Sun Sept 10 8pm
4	4-Sep	Chapter 8 and 9 Quiz Homework		Submit in BSG Assignments (self-assess reading)	Sun Sept 10 8pm
4	4-Sep	Exam 1 Multi-Chapters (1-7)	9	Submit in BSG Assignments	Sun Sept 10 8pm
4	4-Sep	Simulation Practice 1		Read Help Pages and Watch Video Tutorials in BSG Player Materials. Decision Entries Due.	Sun Sept 10 8pm
5	11-Sep	Simulation Q&A Meeting		Attend Q&A at SP/Gibbs (Conference Center in the SU Bldg.) or Zoom	Tue Sept 12 6-8pm
5	11-Sep	Read Chapter 10, 11, and 12		Read BSG Online Textbook	Sun Sept 17 8pm
5	11-Sep	Chapter 10, 11, and 12 Quiz Homework	4	Submit in BSG Assignments (self-assess reading, highest average all 12 chapters)	Sun Sept 17 8pm
5	11-Sep	Group Assignment	2	Submit Project Management Plan in MyCourses	Sun Sept 17 8pm
5	11-Sep	Group Assignment	2	Complete Mission and Vision Statement in MyCourses	Sun Sept 17 8pm
5	11-Sep	Simulation Practice 2		Read Recommended Decision-Making Procedure and use Help Pages/Tutorials in BSG Player Materials. Decision Entries Due.	Sun Sept 17 8pm
6	18-Sep	Simulation Data Reset		Practice Simulations Erased (review practice reports before reset)	Mon Sept 18 8pm
6	18-Sep	Exam 2 Multi-Chapters (8-12)	9	Submit in BSG Assignments	Sun Sept 24 8pm
6	18-Sep	Simulation 1 (Year 11)		Analyze and Submit BSG Decision Entries	Sun Sept 24 8pm
7	25-Sep	Group Assignment		Submit BSG Textbook: End of Chap. Exercises for Co-Managers: Chap. 1, 2, and 3	Sun Oct 1 8pm
7	25-Sep	Mid-Peer Evaluations	5	Submit BSG Assignments: Self and Peer Evaluations	Sun Oct 1 8pm
7	25-Sep	Simulation 2 (Year 12)		Analyze and Submit BSG Decision Entries	Sun Oct 1 8pm



8	2-Oct	Group Assignment	6	Complete SWOT Analysis in MyCourses	Sun Oct 8 8pm
8	2-Oct	Last Day to Fire		Meet with Professor	Sun Oct 8 8pm
8	2-Oct	Simulation 3 (Year 13)		Analyze and Submit BSG Decision Entries	Sun Oct 8 8pm
9	9-Oct	Simulation 4 (Year 14)		Decision Entries Due (extra time due to break)	Sun Oct 15 8pm
9	9-Oct	Group Assignment		Online Textbook: End of Chap. Exercises for Co-Managers: Chapter 4, 5, and 6	Sun Oct 15 8pm
10	16-Oct	Strategic Plan	3	Online Assignments - 3 Year Strategic Plan for Year 14 - 16 (grade posted after Year 16 BSG results)	Sun Oct 22 8pm
10	16-Oct	Simulation 5 (Year 15)		Decision Entries Due	Sun Oct 22 8pm
11	23-Oct	Quiz 2	7	Submit in BSG Assignments - Company Operations and Financial Outcomes	Sun Oct 29 8pm
11	23-Oct	Group Assignment		Online Textbook: End of Chap. Exercises for Co-Managers: Chapter 7, 8, and 9	Sun Oct 29 8pm
11	23-Oct	Simulation 6 (Year 16)		Analyze and Submit BSG Decision Entries	Sun Oct 29 8pm
12	30-Oct	Group Assignment		Submit BSG Textbook: End of Chap. Exercises for Co-Managers: Chapter 10, 11, and 12	Sun Nov 5 8pm
12	30-Oct	Simulation 7 (Year 17)		Analyze and Submit BSG Decision Entries	Sun Nov 5 8pm
13	6-Nov	Simulation 8 (Year 18)	17	Analyze and Submit BSG Decision Entries (Overall GDT)	Sun Nov 12 8pm
13	6-Nov	Presentation Tutorial		Watch Presentation Tips in MyCourses. Prepare and practice for Week 15 BOD Presentation.	Sun Nov 12 8pm
14	13-Nov	Group Assignment	8	Attend BOD Presentation at SP/Gibbs (SS-110). Follow instructions and assessment rubric in MyCourses.	Tue Nov 14 to Thu Nov 16
Thanksgiving Break is Nov 20th to 25th (All campuses closed)					
15	27-Nov	Final-Peer Evaluations	5	Submit BSG Assignments: Self and Peer Evaluations	Sun Dec 3 8pm
15	27-Nov	Comprehensive Exam	12	Submit BSG Assignments: Post-Simulation Comprehensive Exam (encouraged to wait until after company presentation)	Sun Dec 3 8pm
*	Color	Individual Assignment	60	Online at BSG	File in Syllabus
	Code	Group Assignment	40	MyCourses	
				Live on Campus or Online	
			<b>Total</b>	<b>100</b>	
			<b>Overall BSG Simulation</b>	<b>17</b>	<i>*Every action item included in attendance requirements.</i>
			<b>Team Charter</b>	<b>2</b>	May affect later graded submissions (i.e. chapter quizzes
			<b>Project Management Plan</b>	<b>2</b>	affect exams, chapter exercises affect simulation, etc.)
			<b>SWOT Analysis</b>	<b>6</b>	
			<b>Interview Analysis</b>	<b>2</b>	
			<b>Chapter Quiz Homework (12)</b>	<b>4</b>	
			<b>Quizzes (2)</b>	<b>14</b>	
			<b>Exams (2)</b>	<b>18</b>	
			<b>Mission and Vision</b>	<b>2</b>	
			<b>Strategic Plan</b>	<b>3</b>	
			<b>Presentations</b>	<b>8</b>	
			<b>Peer Evaluations (2)</b>	<b>10</b>	
			<b>Comprehensive Exam</b>	<b>12</b>	

## Format and Technology Requirements



Students should have regular access to a computer that is connected to the Internet. It is strongly recommended that students have a broadband (high-speed) internet connection such as DSL or a cable modem. When viewing online videos, attending meetings, or taking online exams, students should have an internet connection that is stable and will not drop their connection. Students without a stable high-speed internet connection should consider making arrangements to complete online requirements with alternative means (i.e. at one of the St. Petersburg College libraries, learning centers, or a similar facility) where a stable high-speed internet connection is available. See MyCourses System Check ([link](#)) for computer requirements for this learning management system. As always students should contact **SPC Technical Support** if having any issues with MyCourses.

A standard file format has been devised to apply to all classes in the College of Business to support file compatibility and sharing needs. Students are required to submit all assignments in Microsoft Office formats (Word, Excel and other Microsoft formats). No other formats (such as .RTF, .WPS, etc.) will be accepted (PM software may provide .PDF format). Students can get access to MS Office (FREE) through MySPC (see how to download at: <https://mycoursesupport.spcollege.edu/download-office-2016>). The college provides free self-paced technology tutorials at <https://mycoursesupport.spcollege.edu/technology-tutorials>.

It is required that all students must have access to a web camera and headset microphone to support video presentation and virtual meeting attendance (if needed). Students should arrange for the necessary equipment if they intend to earn full credit for those submissions. Zoom requires use of a computer, tablet, or smart phone (download

mobile app). Recognize when using Zoom for required meetings just calling in on a phone is not accepted for virtual meeting attendance (a webcam is required to be on for entire meeting to earn attendance). Students may need knowledge of Zoom for remote meetings and presentations, see tutorials at: **Join a Zoom Meeting** and **Zoom controls tutorial**. Recognize all Zoom sessions will be recorded.

## Time Commitment ▼



This is a 6-credit course conducted over 16 weeks. In order to meet accreditation and learning standards, on average, students should expect to spend a minimum of 20 hours per week on course activities and assignments. Spending less time may be insufficient for success in this course.

## Grading Policy ▼

Total	100
<b>Overall BSG Simulation</b>	<b>17</b>
<b>Team Charter</b>	<b>2</b>
<b>Project Management Plan</b>	<b>2</b>
<b>SWOT Analysis</b>	<b>6</b>
<b>Interview Analysis</b>	<b>2</b>
<b>Chapter Quiz Homework (12)</b>	<b>4</b>
<b>Quizzes (2)</b>	<b>14</b>
<b>Exams (2)</b>	<b>18</b>
<b>Mission and Vision</b>	<b>2</b>
<b>Strategic Plan</b>	<b>3</b>
<b>Presentations</b>	<b>8</b>
<b>Peer Evaluations (2)</b>	<b>10</b>
<b>Comprehensive Exam</b>	<b>12</b>

Students must submit all of the assignments for each week by the deadline no later than 8:00 PM (EST) or they will not receive credit for the week. There will be absolutely no rights for exceptions to meeting these deadlines unless students have an official documented excuse (i.e. family death certificate, doctor's note, etc., see **SAP Appeal** process if extending more than one week). In the "business world", if you are late with your bid, you will not get the contract. The very same principal applies here. Please note that computer problems, travel, and lack of planning do not constitute an excuse for not making a deadline (do not procrastinate until the due date or these risks can have major impact on your performance). This may mean you will have to use computers on campus or somewhere other than your home, or submit the assignments or email submissions to the instructor's college e-mail account if MyCourses is down (should the need arise).

After verification of this documented excuse a late submission may be accepted as long as completed with 5 days from the original due date. Advance notice should be given to the board of directors whenever possible to arrange for further alternatives. Be sure to view all of the contents and expectations under each week's module as shown on the

syllabus schedule to confirm you can meet them for proper completion and attendance for this course (plan your time accordingly).

Students should review the instructions and grading assessment rubrics included with assignments. Course grading is normally complete within 1 week from submission due date. The grading in this course is A $\geq$ 90%; B=80-89%; C=70-79%; D=60-69%; F $\leq$ 60%.

Incomplete grades require students to complete all group assignments with a minimum of 80% of the course completed (anything less than 80% will result in the appropriate letter grade being recorded). In the event of an "I", the board of directors will provide the terms for all remaining work to be completed; no later than the end of the sixth week of the next semester. After that time, a grade of "F" (or higher if the work that has been submitted is adequate to justify the higher grade) will be assigned.

## Attendance Policy

Participation in the course is essential for learning and avoiding withdrawal for non-attendance. Participation is defined as reading and preparing for weekly lessons, as well as completing and submitting all assignments on time. Additionally capstone students are required to have an active team role as a co-manager of their company which will require frequent course communications and submissions in a timely manner. The schedule (which includes spreadsheet to print) aligns to the course calendar, as well as each week's MyCourses lesson provides an overview of all assignments needed by their corresponding due date. ***Each action item is required for active participation and attendance*** in this course.

In this class there are three events that require physical on-campus attendance (put these on your schedule ASAP).

1. The official Launch meeting in Week 1 (Tuesday August 15th at 6PM). This is an important meeting to understand what to expect from capstone and is basically each co-managers orientation to prepare for success. This meeting will be held on the St. Pete/Gibbs campus in the Conference Center, in the SU Bldg (2nd floor). Students that live further than 1.0 hour (or 50 miles) from the St. Pete/Gibbs campus via MapQuest may request a Zoom link (as interested, must contact Dr. Huehn-Brown before 3PM the day of the event). Your registered address will be confirmed and Zoom meeting information will be provided. If unable to physically attend this meeting due to other reasons contact Dr. Huehn-Brown in advance (before 3PM the day of the event, see syllabus for contact information). See **Launch Meeting Session - 8/15 6PM** Week 1 Course Content for further information on this meeting. Many students come to this event, especially if they have not finalized their team self-selection (may elect to travel in if farther away just for this purpose).

2. Simulation Question & Answer (Q&A) meeting in Week 5 (Tuesday September 12th at 6PM). This meeting is held in the same location on the St. Pete/Gibbs campus in the Conference Center, in the SU Bldg (2nd floor), and has the same attendance expectations as the launch meeting. If students had confirmed their registered address to Zoom for the launch meeting they will be sent the Zoom meeting information for this meeting too. If unable to physically attend this meeting due to other reasons contact Dr. Huehn-Brown in advance (before 3PM the day of the event, see syllabus for contact information). This meeting is right after the first practice round of the simulation. Many tips for managing your company will be shared, and your questions will be answered. See **Simulation Q&A Session - 9/12 6PM** in Week 5 Course Content for further information on this meeting.

3. Company Presentations to the Board of Directors in Week 1 (November 14th through 16th). Each company will have a designated

day/time (30 minute increments). This will be discussed in more detail at the launch and Q&A meeting. The company presentations will be held on the St. Pete/Gibbs campus in the SA building, Room 114. However, in person attendance is expected for all students that live less than 2.0 hours (or 100 miles) from the St. Pete/Gibbs campus via MapQuest. In past semesters most students elect to drive/fly in for their company presentation.

1. If students live further than 2.0 hours (or 100 miles) from the St. Pete/Gibbs campus via MapQuest, they may request a Zoom link (as interested, must contact Dr. Philippe within one week prior the designated day/time). Your registered address will be confirmed. For entirely remote teams one member is required to physically attend this meeting, at a minimum, to manage the Zoom needs.
2. If students have work or other demands that prevent attendance for the company presentation, they may provide additional documentation to request a Zoom link (i.e. medical note, employer note, travel document, etc.).

All requests for Zoom attendance at the company presentations must be processed by the end of Week 13 (again most students travel in to present with their team so all students wishing to present remotely must communicate their intent before Week 14 presentations begin with Dr. Philippe, see syllabus for contact information).

Plan ahead to avoid missing these events as it will make you absent for that week. Students are required to attend these meetings as scheduled. Students confirmed to attend meetings via Zoom are just required to attend virtually at the same time and must have their webcam on showing themselves for the entire meeting (students will not get the Zoom information unless their request has been approved in advance).

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Students should review the college-wide attendance and financial aid policies included in the **syllabus addendum** (also linked in the last section of this syllabus). Additionally students need to review the student expectations regarding silencing or turning off all electronic devices during meetings (Zoom participants should leave their microphone muted unless called on). All students will be held to the same practices of courtesy and respect as outlined further on the guidelines posted in the syllabus addendum. Students are expected to use professional communications with peers, as well as SPC administration and the board of directors at all times.

Excused absences, of course, will not count against you. However students must contact the board of directors to make appropriate arrangements, along with provide them with supporting documentation accordingly. Advance notice should be given whenever possible to arrange for alternatives (see grading policy for late submissions).

Lack of attendance can result in students being administratively withdrawn. Students are given a W in a course if two issues occur in Week 1 or 2, or are given a WF if issues occur at the 60% point (see last date to withdraw in the **academic calendar** to avoid this issue as it can result in serious financial aid and GPA consequences). Please see the student handbook and SPC **Student Right Right to Know** policies further (as needed).

**Academic Integrity**







communications, decisions, and other work in this class must be the student's own work.

## Accessibility Services



Students with a documented disability should follow up with the board of directors on any accommodation needs by the first day of class.

### **Accessibility Statement:**

This course is designed to be welcoming to, accessible to, and usable by everyone, including students who are English-language learners, have a variety of learning styles, have disabilities, or are new to online learning. Be sure to let the board of directors know immediately if you encounter a required element or resource in the course that is not accessible to you. Also, let the board of directors know of changes they might be able to pursue to make improvement to the course for future students.

If you have documentation of a disability or feel you may have a disability:

St. Petersburg College recognizes the importance of equal access to learning opportunities for all students. Accessibility Services (AS) is the campus office that works with students who have disabilities to provide and/or arrange reasonable accommodations. Students registered with AS, who are requesting accommodations, should contact the board of directors by the start of the course. Students who have, or think they

may have, a disability (e.g. learning disability, ADD/ADHD, psychiatric, medical/orthopedic, vision, and/or hearing), are invited to contact the Accessibility Coordinator (AC) that serves your campus for a confidential discussion. To find your AC for your specific campus, please go to the college-wide Accessibility Services website:

<https://www.spcollege.edu/current-students/student-affairs/student-support-resources/accessibility-services>

## Further Advising, Policies, & Other Information



For Syllabus Addendum (How to Succeed link on every Course Home News): <https://www.spcollege.edu/current-students/student-affairs/student-right-to-know/student-responsibilities>

For Career and Academic Advising:

<https://www.spcollege.edu/current-students/student-affairs/student-support-resources/advising>

For Campus Security and Emergency Information:

<https://www.spcollege.edu/friends-partners/safety-and-security>. For an escort to your car or to report an issue on any campus, call 727-791-2560.

For Career Services (resume and interview help, internships, job board, etc.): <https://www.spcollege.edu/current-students/student-affairs/student-support-resources/career-services>

For Graduation Information and Requirements:  
<https://www.spcollege.edu/current-students/student-affairs/academic-resources/graduation>

For other student questions and services:  
<https://www.spcollege.edu/current-students>

### **Titans Care:**

As an SPC student it's vital that you know Titans Care. You can access a variety of resources at <https://www.spcollege.edu/current-students/student-affairs/student-support-resources/student-assistance-programs>. This includes child care assistance, food pantry, bus pass, technology lending, etc. The Student Assistance Programs (SAP) also provides help and education in suicide prevention, mental health, substance abuse awareness, and more. This program includes free counseling sessions. It is SPC's belief that supporting mental wellness is everyone's charge and that one loss as a result of substance abuse, mental illness, or suicide is one too many. If you or a loved one are considering suicide, please call the National Suicide Prevention Lifeline at 1-800-273-8255.