

STATE UNIVERSITY OF NEW YORK
COLLEGE OF TECHNOLOGY
CANTON, NEW YORK



MASTER SYLLABUS

COURSE NUMBER – COURSE NAME

BSAD 406 – Cumulative Evaluation in BBA in Management

CIP Code: 52.99

For assistance determining CIP Code, please refer to this webpage

<https://nces.ed.gov/ipeds/cipcode/browse.aspx?y=55>

or reach out to Sarah Todd at todds@canton.edu

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School of Business and Liberal Arts

Department: Business

Semester/Year: Fall 2023

- A. TITLE: Cumulative Evaluation in BBA in Management
- B. COURSE NUMBER: BSAD 406
- C. CREDIT HOURS: (Hours of Lecture, Laboratory, Recitation, Tutorial, Activity)

Credit Hours: 3
 # Lecture Hours: 3 per week
 # Lab Hours: per week
 Other: per week

Course Length: 15 Weeks

- D. WRITING INTENSIVE COURSE: Yes No
- E. GER CATEGORY: None: Yes: GER
If course satisfies more than one: GER
- F. SEMESTER(S) OFFERED: Fall Spring Fall & Spring

G. COURSE DESCRIPTION:

This course integrates the program material from the BBA in Management into a cumulative evaluation through industry simulation software. Students incorporate knowledge of human resource management, operations management, managerial economics, professional ethics, business strategy, accounting and finance, and management of technology by running a virtual company and cumulative examinations.

- H. PRE-REQUISITES: None Yes If yes, list below:

Completion of a minimum of 90 credit hours in the Bachelor Business Administration in Management Degree; BSAD 449 - Strategic Policies and Issues; BSAD 406 - Operations Management.

CO-REQUISITES: None Yes If yes, list below:

- I. STUDENT LEARNING OUTCOMES: (*see key below*)

By the end of this course, the student will be able to:

<u>Course Student Learning Outcome</u> [SLO]	<u>Program Student Learning Outcome</u> [PSLO]	<u>GER</u> [If Applicable]	<u>ISLO & SUBSETS</u>

Plan, research and develop of new company products.	Critical Thinking and Analytical Competence		2-Crit Think ISLO ISLO	IA Subsets Subsets Subsets
Organize scarce company resources to market company products	Critical Thinking and Analytical Competence		2-Crit Think ISLO ISLO	IA Subsets Subsets Subsets
Evaluate sales report data to make future decisions on marketing company product	Critical Thinking and Analytical Competence		2-Crit Think ISLO ISLO	IA Subsets Subsets Subsets
Control human and material resources.	Resource Management		5-Ind, Prof, Disc, Know Skills ISLO ISLO	Subsets Subsets Subsets Subsets
Explain the rationale for strategic decision making.	Critical Thinking and Analytical Competence		2-Crit Think ISLO ISLO	Subsets Subsets Subsets Subsets
Justify the execution of a company's operational strategy	Critical Thinking and Analytical Competence		2-Crit Think ISLO ISLO	Subsets Subsets Subsets Subsets
Analyze financial and accounting statements to make strategic decisions	Core Competence		5-Ind, Prof, Disc, Know Skills ISLO ISLO	Subsets Subsets Subsets Subsets
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KEY	<u>Institutional Student Learning Outcomes [ISLO 1 – 5]</u>
ISLO #	ISLO & Subsets
1	Communication Skills Oral [O], Written [W]
2	Critical Thinking <i>Critical Analysis [CA], Inquiry & Analysis [IA], Problem Solving [PS]</i>
3	Foundational Skills

	<i>Information Management [IM], Quantitative Lit./Reasoning [QTR]</i>
4	Social Responsibility <i>Ethical Reasoning [ER], Global Learning [GL], Intercultural Knowledge [IK], Teamwork [T]</i>
5	Industry, Professional, Discipline Specific Knowledge and Skills

*Include program objectives if applicable. Please consult with Program Coordinator

J. APPLIED LEARNING COMPONENT: Yes No

If YES, select one or more of the following categories:

- | | |
|---|--|
| <input type="checkbox"/> Classroom/Lab | <input type="checkbox"/> Civic Engagement |
| <input type="checkbox"/> Internship | <input type="checkbox"/> Creative Works/Senior Project |
| <input type="checkbox"/> Clinical Placement | <input checked="" type="checkbox"/> Research |
| <input checked="" type="checkbox"/> Practicum | <input type="checkbox"/> Entrepreneurship
(program, class, project) |
| <input type="checkbox"/> Service Learning | |
| <input type="checkbox"/> Community Service | |

K. TEXTS:

None

L. REFERENCES:

None

M. EQUIPMENT: None Needed:

N. GRADING METHOD: A-F

O. SUGGESTED MEASUREMENT CRITERIA/METHODS:

Benchmark Simulation Software; Exams

P. DETAILED COURSE OUTLINE:

I. Employing Decision Making Techniques

A. Evaluating sales data

B. Evaluating product lifecycles

C. Evaluating financial and accounting documents.

II. Comparison/Contrast Operational Decision Making Methods

A. Research and Development of New Products

B. Cost Analysis

C Risk vs. Reward

D. Managerial Economics

III. Employing Human Resources

A. Cost Analysis of Human Resources

B. Ethical Decision Making

C. Managing Technology vs. Managing Humans

IV. Strategic Decision Making

A. Market Analysis

B. Primary vs. Complimentary Strategies

C. Porter's Five Force Analysis

D. SWOT (Strengths, Weaknesses, Opportunities, Strengths)

E. PESTLE Analysis

Q. LABORATORY OUTLINE: None Yes