

### COURSE INFORMATION

Course title:	Business Strategy Integration: Capstone		
Course code:	BA 508	Credits:	1.0
Session, term, period:	2024 W1, Period 7	Class location:	Various Locations
Section(s):	001	Class times:	8:00am-5:00pm
Course duration:	Dec 10-11, 2024	Pre-requisites:	n/a
Division:	n/a	Co-requisites:	n/a
Program:	MBA		

### INSTRUCTOR INFORMATION

Instructor:	Paul Cubbon
Email:	<a href="mailto:paul.cubbon@sauder.ubc.ca">paul.cubbon@sauder.ubc.ca</a>

### COURSE DESCRIPTION

*BA 508 Business Strategy Integration: Capstone* is designed to bring together the concepts and skills you have acquired throughout your MBA. You will test your ability to make integrative decisions in response to market, financial, and operational challenges, under time-limited conditions and as part of a team. You will learn to manage ambiguity, make integrated decisions, operate effectively in a competitive environment, structure good team processes, and advance your leadership practice.

You will operate in teams to undertake the Capsim business simulation and compete against each other. This simulation is used by professional business programs, consulting companies and organizations around the world to test and train students, job applicants and employees.

The course will be followed by a celebration of your achievements.

### COURSE FORMAT

Capstone is a two-day course, with mandatory attendance on both days. The Capsim business simulation is an interactive experience in a team setting, along with plenary sessions for introduction and debrief.

### LEARNING OBJECTIVES

At the end of this course, you will be able to:

- Solve integrated business problems as part of a team;
- Demonstrate core management skills, particularly in areas of decision-making and teamwork;
- Perform detailed analysis to inform business decisions;
- Develop and utilize good team processes to enable the achievement of goals;
- Practice advanced team leadership skills.

### ASSESSMENTS

Grading will be on a Pass/Fail basis. There will be no examinations for this module. You will be evaluated on your team's participation in the simulation and a team presentation. This will be briefed at the start of day 1 and posted to Canvas.

Attendance is mandatory at all in-class sessions, including team work sessions. Absence, significant late arrival, or evidence of lack of preparation or contribution will all be considered as valid reasons for a student being given a failing grade. With a professional attitude, and realistic commitment of time and energy, it is possible for all students to pass.

### LEARNING MATERIALS

The Capsim Manual and the Capsim Tutorial will be posted on the course site on (along with team allocations) and **must be read/completed in advance of the course in order to be successful in the simulation**. Please allow a minimum of **FOUR hours** for this preparation. Students who arrive without adequate preparation will not be useful to their teams. Students cannot expect to turn up at class unprepared and understand or participate in the multi-faceted, fast-moving simulation.

**Technology Requirements:** Laptop required

**Activity Fees:** The course fee for the Capsim simulation is covered by RHL.

### COURSE-SPECIFIC POLICIES AND RESOURCES

#### *Missed or late assignments, and regrading of assessments*

Late submissions will not be accepted and will receive a grade of zero.

#### *Academic Concessions*

If extenuating circumstances arise, please contact the RHL Graduate School program office as early as reasonably possible, and submit an [Academic Concession Request & Declaration Form](#). If an academic concession is granted during the course, the student will be provided options by RHL, or by the instructor in consultation with RHL, per [UBC's policy on Academic Concession](#).

### POLICIES APPLICABLE TO COURSES IN THE ROBERT H. LEE GRADUATE SCHOOL

#### *Attendance*

Excepting extenuating circumstances, students are expected to attend 100% of their scheduled class hours. Absent students limit their own academic potential, and that of their classmates, and cause unnecessary disruption to the learning environment. Students missing more than 20% of the total scheduled class hours for a course (including classes held during the add/drop period) without having received an academic concession will be withdrawn from that course. Withdrawals, depending on timing, could result in a "W" or an "F" standing on the transcript.

#### *COVID-19 Policies for Attendance & Academic Concessions:*

If a student feels unwell, they should stay home and send a courtesy email to each impacted instructor and cc their program manager. The student should also submit an [Academic Concession Request & Declaration Form](#). If a student suspects possible COVID-19 infection, they should use the BC Ministry of Health's [self-assessment tool](#), to help determine whether further assessment or testing for COVID-19 is recommended.

#### *Punctuality*

Students are expected to arrive for classes and activities on time and fully prepared to engage. Late arrivals may be refused entry at the discretion of the instructor or activity lead. Students arriving later than halfway through a scheduled class will be treated as absent for that class.

#### *Electronic Devices*

Devices such as laptops, tablets, and cell phones are not permitted to be used in class unless directed by the instructor for in-class activities. ALL STUDENTS SHOULD BRING THEIR LAPTOPS TO BA 508.

Students who do not follow the School's policy in this regard may be required to leave the room for the remainder of the class, so that they do not distract others. Research shows that students' use of laptops

in class has negative implications for the learning environment, including reducing their own grades and the grades of those sitting around them.

### *Citation Style*

Please use the American Psychological Association (APA) reference style to cite your sources.

Details of the above policies and other RHL Policies are available at:

<http://www.calendar.ubc.ca/vancouver/index.cfm?tree=12,199,506,1625>

### UNIVERSITY POLICIES AND RESOURCES

UBC provides resources to support student learning and to maintain healthy lifestyles but recognizes that sometimes crises arise and so there are additional resources to access including those for survivors of sexual violence. UBC values respect for the person and ideas of all members of the academic community. Harassment and discrimination are not tolerated nor is suppression of academic freedom. UBC provides appropriate accommodation for students with disabilities and for religious observances. UBC values academic honesty and students are expected to acknowledge the ideas generated by others and to uphold the highest academic standards in all of their actions. Details of the policies and how to access support are available on the UBC Senate website at <https://senate.ubc.ca/policies-resources-support-student-success>.

### *Respect for Equity, Diversity, and Inclusion*

The UBC Sauder School of Business strives to promote an intellectual community that is enhanced by diversity along various dimensions including status as a First Nation, Metis, Inuit, or Indigenous person, race, ethnicity, gender identity, sexual orientation, religion, political beliefs, social class, and/or disability. It is critical that students from diverse backgrounds and perspectives be valued in and well-served by their courses. Furthermore, the diversity that students bring to the classroom should be viewed as a resource, benefit, and source of strength for your learning experience. It is expected that all students and members of our community conduct themselves with empathy and respect for others.

### *Academic Integrity*

The academic enterprise is founded on honesty, civility, and integrity. As members of this enterprise, all students are expected to know, understand, and follow the codes of conduct regarding academic integrity. At the most basic level, this means submitting only original work done by you and acknowledging all sources of information or ideas and attributing them to others as required. This also means you should not cheat, copy, or mislead others about what is your work. Violations of academic integrity (i.e., misconduct) lead to the breakdown of the academic enterprise, and therefore serious consequences arise and harsh sanctions are imposed. For example, incidences of plagiarism or cheating may result in a mark of zero on the assignment or exam and more serious consequences may apply if the matter is referred to the President's Advisory Committee on Student Discipline. Careful records are kept in order to monitor and prevent recurrences.

### **Generative AI Permitted Where Specified With Attribution**

For this course, students may use generative artificial intelligence (AI), including ChatGPT, for specific assessments or coursework, where it is expressly specified by the instructor. In these cases of permitted use, students must disclose any use of AI-generated material as per the assessment guidelines. At a

minimum, this will include appendices with quotations showing full prompts used and responses generated, with annotation indicating what was used in the report and how.

Students may be tempted to undertake general web search and/or AI queries on “how to win” at CapSim. Given the live, dynamic competition at play, no two industry simulations are the same and students looking to copy someone else’s approach risk being disappointed. Preparation time will be far better spent in reading the simulation manual and working through the tutorials.

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All materials of this course (course handouts, lecture slides, assessments, course readings, etc.) are the intellectual property of the instructor or licensed to be used in this course by the copyright owner. Redistribution of these materials by any means without permission of the copyright holder(s) constitutes a breach of copyright and may lead to academic discipline and could be subject to legal action. Any lecture recordings are for the sole use of the instructor and students enrolled in the class. In no case may the lecture recording or part of the recording be used by students for any other purpose, either personal or commercial. Further, audio or video recording of classes are not permitted without the prior consent of the instructor. Students may not share class Zoom links or invite others who are not registered to view sessions.

**ACKNOWLEDGEMENT**

UBC’s Point Grey Campus is located on the traditional, ancestral, and unceded territory of the xʷməθkʷəy̓əm (Musqueam) people, who for millennia have passed on their culture, history, and traditions from one generation to the next on this site.

**COURSE SCHEDULE**

*(Subject to change)*

Day	Time	Topics
<b>Pre-Work</b>	<b>Read the Capsim Manual and complete the Tutorial <u>prior to the course</u>. Plan a minimum of 4 hours for preparation.</b> <b><i>(Materials and team formation information can be found on Canvas.)</i></b>	
<b>Tuesday, December 10</b>	8:30am – 5:00pm Sign in starts at <u>8.00am</u> . Class will begin promptly at 8:30am.	<ul style="list-style-type: none"> <li>• Capstone Introduction &amp; Overview</li> <li>• Capsim Introduction</li> <li>• Capsim Practice Rounds &amp; Debrief</li> <li>• Capsim Rounds 1-4</li> </ul>
<b>Wednesday, December 11</b>	8:30am – 5:30pm Sign in starts at <u>8.00am</u> .	<ul style="list-style-type: none"> <li>• Capsim Rounds 1 - 4 Debrief</li> <li>• Capsim Rounds 5-6</li> <li>• Last Lectures: Faculty Reflections and Take-Aways</li> <li>• Team Presentations</li> </ul>

	Class will begin promptly at 8:30am.	
	4:00pm – 5:30pm	Closing Reception