SCOPE

Your group, having been assigned an industry to investigate, will propose the funding and creation of a new business to be located within 30 miles of San Jose State University. This business will be the foundation on which your research will rest. You will apply all of the management tools learned throughout the semester into an in-depth analysis of the proposed business. From this, your group will describe and recommend the best managerial practices for that firm’s given circumstances.

A surprise scenario will be presented to your business group on week 12 of the semester. This scenario will require your group to work in conjunction with another business group to solve a critical business problem.

This presentation is a conceptual proposal for the justification of a new business; it is not a business plan. As such, detailed financials are not necessary. Keep discussions of budgets, costs, etc. on broad terms.

Below are the guidelines for groups to follow in preparing the BUS160 project. Include within your presentation all of the outlined information as well as any additions that your group finds helpful for delivering a quality analysis. So, your project should include, but not be limited to, the following:

PROCESS

1. **Group selection** (in class activity) - Groups are to be self formed, composed of at least 3 and not more than 6 members. Develop a list of three possible industries that your group may be interested in researching (the options for the industry list will be discussed in class). Submit a Group Selection Sheet at the end of class and include:
   1. The three alternative industries chosen.
   2. Individual group member names.
   3. A group wide name such as "Group 5".

The Group Selection Sheet will be returned to groups at the beginning of the next class. The proposed industry assigned, of the three alternatives listed, will be circled in red. At this point groups can proceed to conceptualize a business, within that industry, for research and analysis.

2. **Business partner assignments** - Groups will be paired via a matching of groups based on the likelihood of a good “business fit”. Pairing will occur around the 7th week of the semester. In-class time will be provided for introductions.

3. **Research** - Groups can proceed to research and analyze their business concept once the group selection sheet has been returned. The body of research is to encompass the following, grouped in stages one through three:
Stage 1 (see syllabus for due date for submission and exchange): 20pts.

I. **Introduction and overview** - Introduce the topic, frame the discussion of your presentation in terms of the process you will follow and what you wish to accomplish (describe the goals of the group). Describe your vision of the firm you wish to propose.

II. **Planning proposal for the business** -
   
   A. Strategic Management
   1. Firm’s competitive advantage/ position
      a. Identify and describe at least three prime competitors
      b. Competitive ranking, identify strategic gaps
   2. Description of environments (Environmental Analysis)
      a. External opportunities and threats for each environment
         (Application of conceptual skills)
      b. Internal opportunities and threats (Internal analysis)
   3. Porter’s 5 Forces Model
   4. Industry/ product Lifecycle Analysis
      a. Identify appropriate strategy
   5. Develop a mission statement and describe its importance
   6. Identify what the core competency will be
   7. S.W.O.T. Analysis

   B. Planning
   1. Goal setting
   2. Action plans
   3. Budgets
   4. Level of plans
      a. Strategic
      b. Tactical
      c. Operational
   5. Benchmarking
   6. Implementation timeline
      a. Critical events identified
      b. Gantt chart
      c. 1 year growth forecast
         1. Identification of assumptions for 6.c
         2. Discussion on how realistic assumptions are

Stage 2 (see syllabus for due date for submission and exchange): 20pts.

III. **How the business will be organized** -

   A. Organizational structure
   1. Fit between strategy and structure
   2. Costs/ benefits of centralized functional form
   3. Costs/ benefits of decentralized functional form
   4. Span of control
   5. Specialization

   B. Human Resources
   1. Recruitment
IV. How Leadership will be structured and carried out

A. Leadership techniques/ justification
1. Leadership attributes to be fostered
2. Source of leadership power/ how it will be distributed and used
3. Application of LMX theory (relationships over time)
4. Application of Contingency leadership
5. Application of Path Goal Theory

B. Motivation
1. Managing the motivation process
   a. Policies to maintain high levels of motivation
   b. Job design
2. Identify Hygiene Factors (Herzberg)
3. Identify the firm's specific Motivator Factors (Herzberg)
4. How will goal setting be used for the motivation process? (See planning above)
5. Application of Goal Setting Theory
6. What modern tools for motivation will be utilized?
7. Discuss compensation as a motivational tool with respect to:
   a. Equity Theory
   b. Expectancy Theory
   c. Reinforcement Theory
8. Reconcile compensation planning with the profit function

C. Groups and Teams
1. Types of groups that will exist
2. Team building
   a. Guarding against social loafing
   b. How the firm will benefit from team cohesion
3. Developing organizational norms (culture)
4. Application of cross functional teams

D. Communication
1. Managing the organizational communications network
   a. What channels will be utilized and how?
   b. Communication networks formal/ informal
2. What tools will be employed to encourage organizational communication?

E. Decision Making
1. Organizational decisions (group) vs. individual
   a. Level of the organization
   b. Type of decision (structured or non-structured)
Stage 3 (see syllabus for due date for submission and exchange): 10pts.

V. How the control function will be managed within the business –
   A. Establishing standards
      1. What standards will be established?
      2. Where do they come from?
      3. Are they consistent with your compensation and motivation factors?
   B. Measuring performance
      1. Techniques
      2. Time frame
   C. Comparing actual performance against the standard
   D. Taking action
      1. Types of action that can be taken

VI. Concluding analysis – Based on the above body of work, discuss the likelihood of success for the proposed firm. Be critical and disconnected from an emotional “liking” of the chosen firm. Can this original proposal be successful?

4. PowerPoint exchange of research – Package the above research into three PowerPoint presentations (stages 1 through 3) that are to be viewed and studied by your business partner (they will not be presented to the class as a whole). Refer to the syllabus for the dates of the three exchanges (stages 1 through 3). Conduct a strengths and weakness analysis of each of the three stages received (Your internal comments on the strengths and weaknesses of the trading partner are not to be shared and will be submitted as part of the “Final project submission”).

5. Collaboration day (in class activity, see syllabus for date) - Groups are to collaborate with the assigned business partner to effectively manage the scenario that will be revealed in advance. This is to be accomplished through a meeting between the two groups. The scenario will be revealed to the class as a whole prior to collaboration day. Groups must prepare for this encounter in advance!

6. Business agreement – Development and negotiation of the business agreement is to be documented in a final PowerPoint format. It should include, but not be limited to, the following:

   I. Major areas of agreement and or disagreement.

   II. Description of benefits that will be expected due to the agreement

   III. Potential risks that must be assessed.

   IV. Recommendation (Concluding analysis of the business agreement):
      1. Move forward with proposed agreements as is – discuss.
      2. Renegotiate for better terms – discuss.

7. Final project submission - The project is due on the day of the final exam. Package the final electronic presentation (all converted into a single PDF format) in the following order: 100pts.
I. PowerPoint presentation of research (stages one to three). This is the research that your group completed.

II. PowerPoint exchange analysis of your groups’ assessment of the business partners 3 stages (based on their research). This is your internal comments on the strengths and weaknesses of the business partner.

III. Business agreement PowerPoint. (See #6 above)

IV. References – Citations can include web based sources. Academic and non academic sources can be used as well.

V. PDF copy of the original Group Selection Sheet.