

Iowa MBA Capstone Comparison



Tippie College
of Business

	MBA:8310 Business Integration	MBA:8320 Strategic Business Growth	MBA:9300 Strategy in Action
Overview	<p>This team-based course will demonstrate how a startup business must operate to prosper in a fiercely competitive environment. A realistic business simulation is used in the course to create a “learning by doing” environment, where student teams compete while they launch and grow their businesses. Success demands situational awareness and cohesive decision-making as teams seek to exploit market opportunities while managing downside risks. Skills practiced in the course include setting corporate/ functional level strategy, tactical plan execution, performing organizational/competitive analysis, and making real time tactical adjustments to improve performance.</p> <p>Students are judged on their actual results, learning portable lessons on how successful companies integrate planning across functional business areas to make sound, and holistic business decisions.</p> <p>Students can form their own teams or will be assigned one if needed.</p> <p>Pre-requisites Five of the following:</p> <ul style="list-style-type: none">• MBA:8110 Marketing Management• MBA:8140 Corporate Financial Reporting• MBA:8150 Data and Decisions• MBA:8180 Managerial Finance• MBA:8240 Operations and Supply Chain• MBA:8300 Foundations in Strategy	<p>This course focuses on the key decisions that leaders must make to significantly grow a business and achieve exceptional profitability in their industry.</p> <p>By the end of the course, students will have developed an executive-level, actionable growth plan that is ready for implementation. The plan will be based on fundamental principles of scaling a business, including leading people, formulating strategy, executing effectively, and managing financial resources.</p> <p>Focusing your growth plan on a real project you are connected to, gives you the opportunity to apply concepts directly to your work and add value to your organization.</p> <p>This course is completed independently, not as a team.</p> <p>Pre-requisites Five of the following:</p> <ul style="list-style-type: none">• MBA:8110 Marketing Management• MBA:8120 Management in Organizations• MBA:8150 Data and Decisions• MBA:8160 Managerial Economics• MBA:8180 Managerial Finance• MBA:8300 Foundations in Strategy	<p>This course will explore how strategy moves from intention to action and will focus primarily on how firms implement and monitor strategic priorities. A great strategic plan doesn’t guarantee results for the organization and failure to effectively implement the plan is one of the biggest reasons why strategies fail to bring value to the firm.</p> <p>At the end of this course, students will have critically analyzed a firm’s strategic plan and performed comprehensive audits to assess the effectiveness of its current strategy implementation. Upon completion, students will be equipped with a portfolio of potential enhancements designed to improve an organization’s strategic execution.</p> <p>This course is completed independently, not as a team.</p> <p>Pre-requisites MBA:8300 Foundations in Strategy and four of the following:</p> <ul style="list-style-type: none">• MBA:8110 Marketing Management• MBA:8120 Management in Organizations• MBA:8150 Data and Decisions• MBA:8160 Managerial Economics• MBA:8180 Managerial Finance
Experiential Elements	<p>As an executive team member, you’ll use your influence and collaboration skills to create your startup business. Students can dig deeper into their own professional functional area of expertise or take on a role that’s new to them.</p> <p>Course Highlights include the Venture Capital (VC) Fair, presenting your business plan to secure growth capital (held mid-semester), and a Report to Stockholders presentation to complete the course.</p>	<p>Students are encouraged to use their own employer for their project. If that is not possible, students can identify an alternative company such as: their own start-up, a family member’s business, a non-profit they are connected with, or a former employer where the relationship is solid.</p> <p>Reach out to course instructor Wade Steenhoek prior to registration to inquire about a potential non-traditional project and its feasibility if you cannot use your employer.</p>	<p>Students are encouraged to use their own employer, a personal entrepreneurial venture, or a non-profit they have intimate knowledge of for their project.</p> <p>However, for students who have no alternatives, any public company could be used, though it will be harder to do so.</p> <p>There is a recorded case option with an executive interview; this will require some external research but will give much more insight into the inner workings of the organization than other public companies.</p>