General Course Information:

GEB5930 MBA FOUND: INFORMATION RESOURCES AND INDUSTRY ANALYSIS

COORDINATING PROFESSOR

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ELEARNING AND ARGOMAIL

Elearning serves as the course management platform for GEB5930 Information Resources and Industry Analysis. Once you have reviewed the information in this syllabus, you can find the assignments by clicking on "Outline" in the Content menu.

All communication for GEB5930 flows through your UWF email account. If you prefer using another email account, you can forward your UWF email to that account. Visit ARGUS in order to set up a forwarding address for your UWF email account. Otherwise, plan to check your UWF email account regularly for course communications.

GEB5930 COURSE DESCRIPTIONS

This course introduces the Master of Business Administration student to the business information resources needed for completion of the program portfolio. Students will be experientially exposed to business research data that are scholarly in nature and suited for inclusion in an industry analysis. Also, through a series of Powerpoint presentations and independent research, the student will enhance their APA knowledge, their critical thinking skills and their ability to read and the synthesize sources. Students will additionally use learned techniques to improve writing, grammar, organization and flow.

Many students take this opportunity to get started on analysis of the industry they will select for their MBA portfolio projects. The only graded work for this class is the industry analysis paper that is turned in and graded as a first edition, then re-written and handed in for the final grade.
COURSE OBJECTIVES

Throughout your business careers, you must be able to effectively analyze and offer solutions to a variety of ever-changing business challenges. Competitive advantage will accrue to those who can seek out and gather available information, assimilate and order that information in useful analysis, develop viable options supportable by the best available information, and present conclusions in a variety of fashions to disparate audiences.

The most successful solutions result from well researched analysis and effectively communicated conclusions. This module seeks to develop an early appreciation for the resources available to the business community in general and the resources specifically available to you because of your membership in our programs. Students will gain practical advice on access to proprietary and free-use databases that will be valuable resources in subsequent projects in the program and in attacking issues that you may face in your current job responsibilities.

Several projects within the MBA program will be directed toward the study of an industry of your own choosing. This module will introduce you to the fundamentals of industry analysis. The introduction should help you get an early start on understanding the industry on which you wish to focus. In addition, for those as yet unsure about an industry focus, the fundamental industry analysis skills will give you valuable tools to aid in your selection of an industry.

This module assumes foundational proficiencies by all participants in fundamental communications skills including adequate writing, speaking and presentation skills. Good analysis is useless without effective communication of results. A significant part of this module will build on your already existing communication skills by directing them toward specific business and MBA program expectations.

During the MBA Program, you will be asked to choose an industry focus. You will complete a total of five projects related to that industry as part of five courses in the MBA core program. If you know already in which industry you wish to focus, you can use the project in GEB 5930 to get a head start on researching your industry.

Specific course objections are to:

- Use critical thinking skills to analyze, synthesize and evaluate ideas.
- Demonstrate an appropriate knowledge of business resource data to locate, interpret, organize and present information effectively.
- Formulate ideas and a range of writing/learning strategies to acquire and apply new knowledge in appropriate program level written communications.
- Identify quality business sources to create an industry analysis that explains ideas and supports conclusions.
- Apply knowledge and skills in an appropriate context to recognize justifiable and necessary assumptions based on information presented.
- Demonstrate appropriate and competent writing which maintains unity of thought and purpose, is organized and is technically correct in paragraph composition, sentence structure, grammar, spelling and word use.
- Evaluate collected research information for currency, relevancy, and reliability.
- Integrate a broad spectrum of fundamental business information into a cohesive paper that draws correct and/or reasonable inferences and conclusions from the information.
WHO SHOULD TAKE THIS COURSE?

GEB5930 Information Resources and Industry Analysis is for those students that are getting ready to begin the Finish in Five MBA Program and need the appropriate writing, referencing and researching skills to prepare and industry analysis (portfolio) paper.

Required Study Materials


*Guide to Managerial Communication: Effective Business Writing and Speaking, 8th or 9th edition, Mary Munter, Prentice Hall. (OPTIONAL)*

COURSE STRUCTURE

GEB5930 Information Resources and Industry Analysis is a 1.5 hour graduate Accelerated Foundation course that is online and focused on preparing the MBA student to write their MBA portfolio.

**Pre-Class Preparation:** Class is online
**Class Meeting Location:** Class is online
**Class Meeting Times:** Class is online

**First Edition Paper Due:** February 26th by 11:59pm (Pensacola time) in ELearning Dropbox and Turn-It-In Dropbox

**Final Paper Due:** TBD, after draft papers are returned

COURSE GRADE

Your written Industry Analysis First Edition and Final will each be worth 500 points for a total of 1000 final points possible. The 500 points breaks down as follows:

- **Content 250 points**
  - Quality of Content- 200 points
  - Quality of Sources-50 points

- **Written Communication 250 points**
  - Punctuation/Grammar/Spelling-150 points
  - Clarity and Cohesion-50 points
  - References and Citation-50 points

YOU MUST SCORE AT LEAST 75% IN EACH OF THESE AREAS AS WELL AS YOUR OVERALL SCORE IN ORDER TO PASS THE COURSE OR YOU WILL HAVE TO RETAKE THE CLASS.

If the first edition paper receives an A, the student has completed the course and no further effort is required.