**BA 4050 Business Integration Capstone** Spring 2020

Assignment 3 – Final Reflective Paper

Due 15 April 2020 before 17:00 Paris CET (upload to Blackboard in Word format). Submit a four to six-page well-constructed and well-presented paper. Late uploads to Blackboard do not receive credit.

Management majors **must** choose the first topic. Other majors can choose either one.

**Learning objectives:** Develop solutions to problems managers face (MGMT LO6) OR understand the execution of strategy as practiced by various firms, including your own.

**Topic 1:** What were the most complex management challenge you faced during the simulation? Consider management decisions in the game as well as those in your team. Which were the most difficult to solve? Why? What role did you play in solving these problems? Which of these challenges do think will be most relevant to your future career or studies? Why?

**Topic 2:** Describe the process that your team took to arrive at your final firm strategy. What were the key turning points in this journey? What role did you play in leading the strategic management process? Describe the challenges you faced in *executing* the strategy. Which of these challenges do think will be most relevant to your future career or studies? Why?

**BOTH topics:** Consider what is happening in the real athletic footwear industry during the COVID-19 pandemic. Do research. What are the key strategic and management challenges facing a company in this sector? Depending on the information you find, you may want to focus your discussion on one firm. Compare and contrast the real world to your BSG environment.

Cite your sources in an MLA format bibliography.