

## Integrated Schedule for Section 2 Fall 12

<b>Date/ Day</b>	<b>FIN 256 Room 204 Prof. Amber Anand MW 12:45 – 2:05</b>	<b>SCM 265 Room 204 Prof. Don Lynch MW 5:15 – 6:35</b>	<b>MAR 255 Room 104 Prof. Amiya Basu MW 3:45 – 5:05</b>	<b>Recitation Room 007 Prof. Scott Fay W 11:40 – 12:35</b>
8/27 Mon	Introduction	Course Introduction, Operations & Productivity	Introduction, marketing mix, marketing environment	
8/29 Wed	Principles of valuation	<b>Integration Day Swatch Case</b>	Marketing environment	Introduction to Capsim
9/3 Mon	<i>Labor Day – No classes</i>			
9/5 Wed	Principles of valuation	Operations Strategy in a Global Environment	Consumer decision making	Capsim Registration Initial Capsim Preparation
9/10 Mon	Principles of valuation	Project Management	Consumer decision making	
9/12 Wed	Principles of valuation	Forecasting	Consumer decision making	R&D Decisions
9/17 Mon	Valuing Bonds	Design of Goods and Services	Business marketing; Market segmentation	
9/19 Wed	Valuing Bonds	<b>Test 1</b> (Ch 1, 2, 3, 4, 5)	Market segmentation	Customer Buying Criteria Marketing Variables
9/24 Mon	<b><u>Exam 1</u></b>	Managing Quality	Market segmentation	
9/26 Wed	Valuing Stocks	Statistical Process Control	Review, <b>Quiz 1</b>	Production Decisions TQM Decisions
10/1 Mon	Valuing Stocks	Process Strategy	Marketing research	
10/3 Wed	Valuing Stocks	Capacity Planning	Marketing research	Forecasting HR Decisions Making and Saving Decisions
10/8 Mon	Net Present Value and other Investment Criteria	<b>Test 2</b> (Ch 6, Supl. 6, Ch & Supl. 7)	Product strategy	<b>Practice Rd 1 Due 10pm</b>
10/10 Wed	Net Present Value and other Investment Criteria	Location Strategies	Product strategy; Review	Finance Decisions
10/15 Mon	Risk, Return and Opportunity cost of capital	Layout Strategies	<b>Exam 1</b>	<b>Practice Rd 2 Due 10pm</b> <b>Excel HW #1 Due 10pm</b>
10/17 Wed	<b>Exam 2</b>	Human Resources	Product Strategy	Forecasting is Critical Creating a New Product
10/22 Mon	Risk, Return and Opportunity cost of capital	Supply Chain Management	Pricing Strategy	<b>Practice Rd 3 Due 10pm</b> <b>Excel HW #2 Due 10pm</b>
10/24 Wed	Risk, Return and Capital Budgeting	Inventory Management	Pricing Strategy	Asset Management Round Debrief
10/29 Mon	Risk, Return and Capital Budgeting	<b>Test 3</b> (Chapters 8, 9, 10, 11, 12)	Pricing Strategy	<b>Practice Rd 4 Due 10pm</b> <b>Excel HW #3 Due 10pm</b>

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10/31 Wed	Cost of Capital	Aggregate Planning	Pricing Strategy; Promotion strategy	Simulation Structure Key Points to Remember CompXM Overview
11/5 Mon	Cost of Capital	MPS & MRP	Promotion strategy	<b>Practice Rd 5 Due 10pm</b> <b>Excel HW #4 Due 10pm</b>
11/7 Wed	How corporations issue securities	Short Term Scheduling	Distribution strategy	Simulation Structure Key Points to Remember CompXM Overview
11/12 Mon	How corporations issue securities	JIT	Distribution strategy, review, <b>Quiz 2</b>	<b>Practice Rd 6 Due 10pm</b>
11/14 Wed	<b>Last Formal Class</b> <b>Exam 3</b>	<b>Test 4</b> (Chapters 13, 14, 15, 16)	<b>Last Formal Class</b> Distribution strategy, review	Teams, Communications, and Tactics Peer Evaluation Final Words of Advice Peer Review
11/18 to 11/25	<b>No Classes – Thanksgiving Break</b>			
11/26 Mon	Consulting Sessions	Consulting Sessions	Consulting Sessions	<b>1<sup>st</sup> Decision Due 10 pm</b>
11/28 Wed	Consulting Sessions	Consulting Sessions	Consulting Sessions	<b>2<sup>nd</sup> Decision Due 10 pm</b>
12/1 Sat				<b>3<sup>rd</sup> Decision Due 10 pm</b>
12/3 Mon	Consulting Sessions	Consulting Sessions	Consulting Sessions	<b>4<sup>th</sup> Decision Due 10 pm</b>
12/5 Wed	Consulting Sessions	Consulting Sessions	Consulting Sessions <b>Exam 2 (Lender, 10:45 am – 12:30 pm)</b>	<b>5<sup>th</sup> Decision Due 10 pm</b>
12/8 Sat				<b>6<sup>th</sup> Decision Due 10 pm</b>
12/10 Mon				<b>7<sup>th</sup> Decision Due 10 pm</b>
12/15 Sat	<b>Comp-XM due by 10pm</b>			