**Course Number:** MBA TBD

**Course Name:** Virtual Enterprises

**Course Description:** This course will explore the components required to build an organization and outline how those pieces fit together. The course will provide students with an understanding of how to identify functions that are “strategic” and those that are candidates for out-sourcing. This course will also examine the tools available to enterprise architects who want to build an operating eco-system that will increase flexibility, improve performance, and reduce costs. Finally, this course will also explore mutually beneficial techniques for managing strategic partner relationships.

**Credit Hours:** 3 hours

**Professor:** TBD

**Office:** TBD

**eMail:** TBD

**Office Hours:** TBD

**Classroom:** NA

**Class time:** Online

**Required Text and Readings:**

Case/reading packet is available from EOU bookstore (or online provider).

**Prerequisites:** Admitted MBA student in good academic standing

**Learning Outcomes**: On completion, students should demonstrate the following outcomes.

1. Profile the components/functions required to create an organization
2. Evaluate the latest technologies/techniques that are available for resource sharing
3. Judge which organizational functions are strategic and which can be out-sourced
4. Analyze the risks/rewards of outsourcing core enterprise functions
5. Establish mechanisms to effectively manage business partners

**Course Overview:** MySQL, the most widely used database in the world, and unlikely challenger to database king Oracle Corporation; was started as a virtual enterprise that grew to more than 170 employees, operating in 19 countries, with $20+ million in revenues. MySQL developed organically as a loosely coupled enterprise with very little in actual capital investment. They were eventually acquired by Sun Microsystems for over $1 billon.

The rapid evolution of communication tools has created a revolution in the way we build, manage, and grow organizations. Organizations are no longer constrained by the geography where they are located; lack of access to expensive systems and software; or the scarcity of specialized knowledge and skills – all these resources are available today, anywhere on the planet with an Internet connection, in an on-demand, pay for what you need, format.

We have now reached a point in the evolution of management where organizational success requires an understanding of what technology can accomplish, where to find it, and how to effectively put it to work to create competitive advantage.

**Means of Assessment**: All learning outcomes are assessed with discussion questions, quizzes, response briefs, and a final project.

**Discussion Questions: 30% of Final Grade (30 points/discussion)**

There will be one set of discussion questions per week.  These are listed in your weekly module on Canvas.  The discussion questions are worth 30 points each.  In order to get full credit you will have to respond to each discussion question by Thursday (0-20 points) and then post a meaningful comment to another classmates post by Sunday night (0-10 points).  We are really looking for comments that add in a significant way to the dialog rather than just a "high five" - though positive encouragement is always a good thing. Don’t be afraid to [politely] disagree. ☺

Discussion weeks go from Monday to Sunday night at midnight.  Late work will not be graded so please plan accordingly.

**Quizzes: 20% of Final Grade (50 points/quiz)**

There are four quizzes covering the reading material that need to be completed. The upside is that there are no mid-terms and no final exam. You can find the quizzes in your weekly module or in the assignments section of Canvas. The quizzes are worth 50 points each.

Quizzes need to be completed by Sunday of the week they are assigned.  The quizzes are not timed and there is no time limit beyond Sunday night.  Late work is not accepted so please plan accordingly - technology issues are not an acceptable excuse for missing the deadline.

**Response Briefs: 30% of Final Grade (75 points/brief)**

There will be four response briefs assigned over the course of the term. These are intended to be fun and challenging exercises that allow you to gain practical skills related to Internet marketing.

The assignment will be posted in your weekly module on Canvas and the details for each response brief will be included. In some cases you will be creating a site and submitting code/URL, in other cases you will be building out content online. Please be certain to follow the specific instructions provided.

Response briefs must be submitted before the date posted on Canvas. **Late assignments will not be accepted.**

**Final Project: 20% of Final Grade (200 points)**

Students will prepare a blueprint and an operating plan for a virtual enterprise (commercial enterprise or a social venture). Additional details on the final project will be provided on Canvas under Assignments.

A summary of the total points possible for this class by assignment is provided below. The final course grade assigned will be based on the percentage of total points earned by the student as outlined in the table below.

|  |  |
| --- | --- |
| **Grade** | **Minimum %** |
| A | 95 |
| A- | 90 |
| B+ | 87 |
| B | 84 |
| B- | 80 |
| C+ | 77 |
| C | 74 |
| C- | 70 |
| D | 60 |
| F | <60 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Assignment** | **Due date** | **Max score** | **Percentage of total grade** | **Learning Outcomes** | **Program Outcomes** |
| Discussion Questions | as assigned | 300 | 30% | 1 - 5 | 1, 4 |
| Quizzes | as assigned | 200 | 20% | 1 - 5 | 1,4 |
| Response Briefs | as assigned | 300 | 30% | 1, 2, 3 | 1, 4 |
| Final Project | Mon finals week | 200 | 20% | 2, 4 | 2, 4, 6 |
| Course Total |  | 1,000 | 100% |  |  |

**General Education Category and Outcomes**: This is a graduate course in the MBA program.

**University Writing Requirement (UWR) Outcomes:** Does not qualify as a UWR

EOU Writing Center

The Writing Center provides a place — physical or virtual — where every EOU writer can find an interested, responsive reader. Writing tutorials are free of charge for EOU’s undergraduate and graduate students who are writing for any course at any level, or who are writing resumes, job letters, graduate applications, and more. Go to [eou.mywconline.com](http://www.eou.mywconline.com/) to schedule an appointment in the Writing Center (Loso Hall 234). Students in online course can also visit the [eTutoring](https://www.etutoring.org/login.cfm?institutionid=382&returnPage=) page to submit papers to a writing tutor.

**Statement on Academic Misconduct**:

Eastern Oregon University places a high value upon the integrity of its student scholars. Any student found guilty of an act of academic misconduct (including, but not limited to, cheating, plagiarism, or theft of an examination or supplies) may be subject to having his or her grade reduced in the course in question, being placed on probation or suspended from the University, or being expelled from the University—or a combination of these. Please see Student Handbook at: <http://www.eou.edu/saffairs/handbook/honest.html>

**Accommodations/Students with Disabilities Policy:**

Any student who feels he or she may need an accommodation for any type of disability, please make an appointment to see me during my office hours or contact the Disability Services Office in Loso Hall, Room 234. Phone: 541-962-3081

**Syllabus Prepared By**: W. Zehr

**Date**: 10/28/2017