MMS 450.04  
Capstone Course in Markets & Management Studies  
Ken Spenner  
Fall 2014

OFFICE: 259 Sociology/Psychology
PHONE: 919-660-5625 (kspen@soc.duke.edu)
HOURS: W, 12:00-2:00 and by appointment

REQUIRED MATERIALS

(1) Selected readings available through Sakai [*]

(2) Subscription to one of the following (wait until class discussion and assignments to order):

- New York Times, [NYT]
- BusinessWeek, [BW]
- The Economist, [E]
- Wall Street Journal, [WSJ]

GOALS:

(1) Offer a capstone course and experience for students in the Markets & Management Studies Program;

(2) Briefly review major perspectives and concepts from core courses that you have had:

   (a) with brief review of neoclassical and efficiency approaches;
   (b) with counterpoint of institutionalist, ecological, and strategy approaches;
   (c) with special reference to global variations.

(3) Apply and test our ideas on a weekly basis with structured discussion of popular press coverage of M&M issues;

(4) In teams, generate and critique a business plan from social science perspectives;

(5) Produce a case study final project of a product, firm, industry, occupation, country, or region, which draws upon two or more different intellectual perspectives (from core courses, or disciplinary perspectives).

The course syllabus and other essential handouts (case study project) are available on the web at the Sakai site. We are MMS 450.04.
REQUIREMENTS:

Three components determine the final grade in the course: a midterm team project (developing and critiquing a business plan) (40%), a final case study paper (40%), and class participation (20%). There is no required attendance policy but the class participation part of the grade assumes consistent attendance and participation. **For each class I expect that you do the reading in advance and be prepared to discuss and ask questions.** You will be called upon to lead discussion with your comments, views and questions.

Beginning the third week of the semester we will spend each Thursday class session in structured discussion of that week's news developments. My intent is that we use this common, current material as source of examples and interpretation, and infuse the theoretical parts of the class with a contemporary, "real world" content. One fourth of the class will have responsibility for each of the four sources. We will create mechanisms and devices to structure the discussion.

Early on in the semester we will define carefully selected teams of 4-5 students per team. Each team will have responsibility for preparing a ten page or so business plan (see How To handout) and critiquing the business plan of another team. Also, see Grow Think Biz.Pln. Guide and Garage Tech. Ventures Exec. Summary documents on Sakai. The team grade comes from the critique (not from the plan). Critique should be in writing (outline form) and will also involve a 45 min. presentation with opportunity for rebuttal. Most student critique teams use a Powerpoint presentation or other multi-media presentation, which is optional, not required. Do what you judge to be effective for your group. More details will be provided. See the separate document in Sakai for the final case study project. Papers are due the hour and day of the final scheduled examination (Wednesday, Dec. 10, 5 pm).

COURSE OUTLINE

<table>
<thead>
<tr>
<th>Week of</th>
<th>Topic and Reading</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aug. 26</td>
<td>Introduction</td>
</tr>
<tr>
<td>Aug. 28</td>
<td>For the class session of Aug. 28, review your notes and materials from M &amp; M courses that you have taken. Identify one perspective, idea or theory that you have found particularly insightful. Summarize it for your colleagues in writing in one page or less (bring 21 copies to class).</td>
</tr>
<tr>
<td>Sept. 9</td>
<td></td>
</tr>
</tbody>
</table>
Review of Selected Perspectives.

Sept. 16  

Sept. 23  

Sept. 30  
Business Plans Due (Bring 5 copies to class; send electronic to Spenner)

Sept. 30  

Oct. 7  

Oct. 14  
Fall Break

Oct. 21  
One page case study outlines due.

Oct. 21  

Oct. 28  
Business Plan Critiques (sessions to be scheduled for my house, in the evening)

Nov. 4  
During these weeks we will not have our regularly scheduled class sessions. Instead we will meet three times for three hours at my house. Food and drink provided. Specific dates to be announced.

Nov. 18  

Nov. 25  
Student Presentations of Case Study Précis (10 min each)

Dec. 2, 4

Note: Final case study papers are due the hour and day of the scheduled final examination (Wednesday, Dec. 10, 5 p.m.). A relevant handout is on Sakai.