

MGMT 316
Principles of Management
Spring 2012

Surfing Orange County Project

Orange County, California is the perfect location for Chapman University students, faculty, and staff to study the surfing industry. As one of California's most popular locales, residents are used to beautiful weather, a host of entertainment opportunities, and easy access to beaches, mountains, and the desert. Visitors to Southern California will not be disappointed if they hope to experience the Orange County famously portrayed in television shows such as "The O.C", "Laguna Beach", and "The Real Housewives of Orange County". One of the largest industries in Orange County is the surfing industry. Orange County is home to a large number of companies in the surfing industry. Firms range from small shaper firms to mid-size equipment firms to large clothing firms such as Hurley and Quicksilver. The surfing industry has had and continues to have a huge influence on Orange County. It affects both the lifestyle of orange county residents and the economy of Orange County.

The purpose of the group project is to provide students with the link between theory and practice by participating in an in-depth research project that will be completed over several weeks of the semester. Students will work in a 5-6 member team to study one firm related to the surfing industry. The group may pick any firm; however, it is important to make sure there is enough research material available about the firm you pick. For example, there will certainly be enough information about a large firm such as Hurley but is there enough information about Corky Carroll's school of surfing? The company picked can cover any aspect of surfing from clothing, boards, teaching schools, etc. There will be no duplication of companies. No two teams can study the same firm. Therefore the earlier you submit your team choice of a firm to me, the better chance you have of having the company approved.

The group will apply the concepts learned in class to the company they are studying. For example, when we cover culture you will be responsible for describing the culture of the firm you are studying using the terms we have learned in class. When we cover structure you will describe the structure of the company. When we cover management and leadership theories you

will discuss if they apply to your company. When we cover environment you will scan the internal and external environment of your firm.

The group project includes both a written paper and an oral presentation. The final written paper is due Wednesday May 2nd and the oral presentations will be conducted on Monday May 7th and Wednesday May 9th. The team project is worth 75 points; the paper is worth 60 points and the presentation is worth 15 points.

The written paper will be approximately 25 pages in length. You may use tables and bullet points to summarize the content where appropriate. Each group's written paper must include a Cover Sheet with the class time, group number, and a listing of the team member's names. You must also include a References page where you cite all sources referred to in the paper. Citations should follow the APA style manual. The oral presentation will be approximately 15 minutes in length, depending on the number of student teams and the number of students in each team. You may use power point slides and/or other visual media to aid in your presentation. Each member of the student team must participate in the presentation and all student teams must be present for all the group presentations.

Surfing Orange County Project Guidelines

Written Paper

The Total Written Paper is approximately 25 pages in length. (Typed, double spaced). The paper will have 5 sections. Each section will be turned in on the due date shown below. Each section should be 5 pages. You may use tables and bullet points to summarize the content where appropriate. Both a hard copy and a word formatted version of each part must be turned in. Email each section to ahurley@chapman.edu.

Due Dates: Feb 29 Group Project part 1 History

Chapters 1, 2

Mar 14 Group Project part 2 Culture & Environment

Chapters 3, 4

Mar 28 Group Project part 3 Economic Impact

Apr 18 Group Project part 4 Strategy

Chapters 6, 7, 8

May 2 Group Project part 5 Leadership lessons

Chapters 13, 14

Part 1 History. Will cover history of firm, roles of people in firm, scientific management applications, manufacturing operations. Gantt chart of project completion.

Part 2 Culture & Environment. Will cover culture and environment of firm, ethics, social responsibility of firm, and decision making.

Part 3 Economic Impact. Will discuss economic impact of firm on Orange County. To include gross sales over years, market share over years, any financial information available, sponsorships, affiliations with other companies, personnel information.. Information comparing your firm with other companies should also be included.

Part 4 Strategy. Will discuss strategy, global aspects, and changes.

Part 5 Leadership lessons. Will discuss leadership, relate firm leadership to theories, and provide five lessons in leadership from firm. Will also discuss motivational theories utilized at firm.

Each part that is submitted must include a Cover Sheet with the class time, group number, and a listing of the team members' names. You must also include a References page where you cite all sources referred to in the paper.

