

Wayland Mission Statement

Wayland Baptist University exists to educate students in an academically challenging, learning-focused, and distinctively Christian environment for professional success, and service to God and humankind.

Contact Information

Course: BUAD 4330 – Strategic Management/Business Policy

Campus:

Term/Session:

Instructor: WBU Email Address:

Office Hours, Building, and Location: Class Meeting Time and Location:

Textbook Information

Required Textbook(s) and/or Required Materials:

BOOK	AUTHOR	ED	YEAR	PUBLISHER	ISBN#
<u>The Business Strategy Game</u>	SEE INFORMATION BELOW CONCERNING GAME				Includes Game And ebook

Check Blackboard Course Announcement Page. Your instructor will post directions

*The textbook for this course is part of the **Wayland's Automatic eBook** program. You will have access to an eBook and interactive learning material on the first day of class through your Blackboard course site. The cost of this Automatic eBook will be billed directly to your student account when you register for the course. You will be notified via email with access instructions and additional information. If you do not wish to participate in the Automatic eBook program, you will have the first 12 days of class to opt-out of the program (additional details will be outlined in your email instructions). For more information on the Automatic eBook program, visit the Wayland Bookstore [Automatic eBook FAQ](#) page.*

Course Information

Catalog Description:

Capstone course presents administrative processes and policy formulation from a strategic perspective via case study method and practical application. Course Fee: \$42.00 (Fee is subject to change in relation to cost increases of the Major Field Exam.)

Prerequisite:

Senior standing, business majors take during final term of senior year.

Course Outcome Competencies:

- Demonstrate knowledge of strategic management processes by identifying alternative strategy choices and justifying strategy selection choices.
- Apply productive strategic management ideas and issues using major sources of business information through the evaluation and implementation of strategic choices.
- Associate the various political, economic, religious, and cultural attitudes with strategic management concepts in the modern business environment
- Discuss the implications of world events, government, and culturally related issues that impact the strategic planning in business.

Attendance Requirements

University Policies

Statement on Plagiarism and Academic Dishonesty: Wayland Baptist University observes a zero tolerance policy regarding academic dishonesty. Per university policy as described in the academic catalog, all cases of academic dishonesty will be reported and second offenses will result in suspension from the university.

Disability Statement: In compliance with the Americans with Disabilities Act of 1990 (ADA), it is the policy of Wayland Baptist University that no otherwise qualified person with a disability be excluded from participation in, be denied the benefits of, or be subject to discrimination under any educational program or activity in the university. The Director of Counseling, Career and Disability Services serves as the coordinator of students with disability and should be contacted concerning accommodation request at (806) 291-3765. Documentation of a disability must accompany any request for accommodations.

Accessibility issues with content in WBUonline courses or in Blackboard should be addressed to the WBU accessibility coordinator, Dr. Trish Ritschel-Trifilo, trifilot@wbu.edu or call (806) 291-3745.

Student Grade Appeals: Students shall have protection through orderly procedures against prejudices or capricious academic evaluation. A student who believes that he or she has not been held to realistic academic standards, just evaluation procedures, or appropriate grading, may appeal the final grade given in the course by using the student grade appeal process described in the Academic Catalog. Appeals may not be made for advanced placement examinations or course bypass examinations. Appeals are limited to the final course grade, which may be upheld, raised, or lowered at any stage of the appeal process. Any recommendation to lower a course grade must be submitted through the Vice President of Academic Affairs to the Faculty Assembly Grade Appeals Committee for review and approval. The Faculty Assembly Grade Appeals Committee may instruct that the course grade be upheld, raised, or lowered to a more proper evaluation.

Course Requirements and Grading Criteria

VC WBUonline
Fall 1, 2022
Lloyd L. Cannedy, Ph.D.

Office Phone Number/940-855-4322

lloydcannedy@wbu.edu, or cannedy@hughes.net
Office Hours: By Appointment, Call Field Center

Weekly, Monday – Sunday, Internet Blackboard, <https://wbu.blackboard.com/>

Optional Materials:

WBUonline

Students are expected to participate in all required instructional activities in their courses. Online courses are no different in this regard; however, participation must be defined in a different manner. Student “attendance” in an online course is defined as active participation in the course as described in the course syllabus. Instructors in online courses are responsible for providing students with clear instructions for how they are required to participate in the course. Additionally, instructors are responsible for incorporating specific instructional activities within their course and will, at a minimum, have weekly mechanisms for documenting student participation. These mechanisms may include, but are not limited to, participating in a weekly discussion board, submitting/completing assignments in Blackboard, or communicating with the instructor. Students aware of necessary absences must inform the professor with as much advance notice as possible in order to make appropriate arrangements. Any student absent 25 percent or more of the online course, i.e., non-participatory during 2 or more weeks of an 8-week session, may receive an F for that course. Instructors may also file a Report of Unsatisfactory Progress for students with excessive non-participation. Any student who has not actively participated in an online class prior to the census date for any given session is considered a “no-show” and will be administratively withdrawn from the class without record. To be counted as actively participating, it is not sufficient to log in and view the course. The student must be submitting work as described in the course syllabus. Additional attendance and participation policies for each course, as defined by the instructor in the course syllabus, are considered a part of the university’s attendance policy.

Homework will not be accepted late for any reason, except extreme health issues. There is no reason, under normal circumstances, for turning in a late assignment. The business game and the course web site are available from anyplace with an Internet connection and you can enter your decision round data early in the week if you need to complete the work before some event. If you have family or work plans, either turn the assignment in early in the week due or complete the assignment while you are involved in that event. The student will have at least 2 weeks to complete the Major Field Examination and the Comprehensive Exam.

Business Simulation: The student will take part in a business simulation experience this semester. As an individual, the student will make decisions about the production and marketing of a product and the decisions will compete with the decisions of the other students in class. The Professor is not allowed to help the student with his/her decisions. The student will receive an overall grade based on his/her placement in the final results (worth 50 points), a separate grade on the two quizzes about the simulation (50 total points, 25 per quiz), 50 points for a comprehensive exam, and a separate grade on one three-year plan (25 total points). **The Comprehensive Exam** covers the text and what the student has learned about business decision making through the game. The Comprehensive Exam is created by the authors of the game and delivered through the game. More information about the simulation is provided in a PowerPoint presentation prepared by the authors of the game included on the course website under the tab “BSG PowerPoint.” This PowerPoint presentation is also available to the student in

the corporate lobby once the student has registered for the game. The decision dates and dates for the simulation quizzes and 3 year plans will be included in your corporate lobby **after the firms are created** but are also included in the Course Content area of the BlackBoard site for this course.

Major Field Exam: The student will receive 25 points for taking the Major Field Exam in a thoughtful and careful manner. During the term, the student will, at some point, be enrolled in a course, which will appear on his/her BlackBoard home page, which will give the student access to the **Major Field Examination**. While the Exam should show up in the student’s list of courses, there have been a few times when students could not see the link. If this happens, contact the Professor. This course will be titled **Major Field Exam**. It is a multiple choice exam designed to assess what the student has learned in his/her core courses in the student’s business major. The student does not need to study for this exam. However, many of the concepts included on the exam are covered in the text for this course (although not all are covered). The student will be able to check a box to have a certificate sent to the Professor stating that he/she has taken the exam, after which the Professor will record the student’s points for this activity. **This examination is required for graduation.**

Total Points Possible		
Simulation		50
Three Year Plan		25
Quizzes on the Simulation	25 points respectively	50
Major Field Examination		25
Comprehensive Exam delivered through the Simulation		50
Two Peer Reviews	25 points each	50
Total Points Possible		250

All times are CST so student must make adjustments as to their specific time zone.

Class	Date	Assignment	Readings
Class 1	Aug 8 th – 14 th	Use the code provided by the Professor and set up your account for the Business Strategy Game online. View the PowerPoint slides over the Simulation. Read the required chapters and View the PowerPoint slides and complete the end of chapter quizzes over Chapters 1,2. (Available at the simulation website.)	Chapters 1, 2
Class 2	Aug 15 th – 21 st	Practice Round of the Business Strategy Game due Aug 21 st , 11:59 p.m. Central Time. Read the required chapters and view the PowerPoint slides. Complete the end of chapter quizzes over Chapters 3 and 4.	Chapters 3, 4
Class 3	Aug 22 nd – 28 th	Business Strategy Game Round 1 Decision due by Aug 28 th at midnight. Quiz 1 for the BSG opens Aug 28 th . Read the required chapters and complete the end of chapter quizzes.	Chapters 5, 6
Class 4	Aug 29 th – Sept 4 th	Business Strategy Game Round 2 Decision due by Sep 4 th . Mid-game Peer Evaluations open Aug 29 th at 1:00 a.m. Central Time. Quiz 1 closes on Sep 4th at midnight. The 3 -Year Plan is due by Sept 11 th . Read the required chapters, view the PowerPoint slides and complete the end of Chapter Quizzes. Be watching for the Major Field Exam to be now listed under the heading My Courses. This must be completed before close of term.	Chapter 7, 8

.Class 5	Sept 5 th – 11 th	Business Strategy Game Round 3 Decision due by Sept 11 th . Midgame Peer Evaluations close Sept 11 th . Read the required chapters, view the PowerPoint slides and complete the end of chapter quizzes.	Chapter 9, 10
Class 6	Sept 12 th – 18 th	Business Strategy Game Round 4 Decision due by Sept 18 th . Quiz 2 opens Sept 18 th . Read the required chapter, view the PowerPoint slides, and complete the end of chapter quiz.	Chapter 11
Class 7	Sept 19 th – 25 th	Business Strategy Game Round 5 Decision due by Sept 25 th . Quiz 2 closes on Sept 28 th . The Comprehensive exam opens on Sept 19 th and must be completed by Sept 30 th midnight; Read the required chapter, view the PowerPoint slides and complete the end of chapter quiz.	Chapter 12
Class 8	Sept 26 th – Oct 1 st	Business Strategy Game Round 6 Decision due by Oct 30 th . Complete the Business Strategy Game Comprehensive Exam by Oct 1 st . Complete the End of Game Peer Review by Oct 1 st . Complete the Major Field Exam by Oct 1 st .	

The University has a standard grade scale:

A = 90-100, B = 80-89, C = 70-79, D = 60-69, F= below 60, W = Withdrawal, WP = withdrew passing, WF = withdrew failing, I = incomplete. An incomplete may be given within the last two weeks of a long term, within the last week of an 8-week session, or within the last two days of a microterm to a student who is passing, but has not completed a term paper, examination, or other required work for reasons beyond the student's control. A grade of "incomplete" is changed if the work required is completed prior to the last day of the next long 16-week term or 8-week session, unless the instructor designates an earlier date for completion. If the work is not completed by the appropriate date, the I is converted to an F.

Tentative Schedule

