# Wayland Logo

Virtual Campus

School of Business

# 2. UNIVERSITY 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.

# 3. COURSE NUMBER & NAME:

BUAD 4330-VC01, Strategic Management/Business Policy

# **4. TERM**:

FALL 1

# **5. INSTRUCTOR**:

Lloyd L. Cannedy, Ph. D.

Professor

# **6. CONTACT INFORMATION**:

Office phone: 940-855-4322

WBU Email: [lloyd.cannedy@wbu.edu](mailto:lloyd.cannedy@wbu.edu) , or [CanCo1@hughes.net](mailto:CanCo1@hughes.net)

# **7. OFFICE HOURS, BUILDING & LOCATION**:

EX: By Appointment, Call Field Center

# **8. COURSE MEETING TIME & LOCATION**:

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

# **9. 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.)

# 10. PREREQUISITE:

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

# **11. REQUIRED TEXTBOOK AND RESOURCE MATERIAL**:

| **BOOK** | **AUTHOR** | **ED** | **YEAR** | **PUBLISHER** | **ISBN#** | **UPDATED** |
| --- | --- | --- | --- | --- | --- | --- |
| The Business Strategy Game | SEE INFORMATION BELOW CONCERNING GAME |  |  |  | Includes Game  And ebook | 10/1/18 |

Check Blackboard Course Announcement Page. Your instructor will post directions.

eTextbook and Simulation:

This course requires a textbook and a purchased code from the Business Strategy Game website located on the web at: <https://www.bsg-online.com/>. An Industry code will be provided by the Professor at the start of class. The student will use the provided Industry code to gain access to purchase both the etext and the game. This is required.

# 12. OPTIONAL MATERIALS

# **13. COURSE OUTCOMES AND 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.

# 14. ATTENDANCE REQUIREMENTS:

As stated in the Wayland Catalog, students enrolled at one of the University’s external campuses should make every effort to attend all class meetings. All absences must be explained to the Professor, who will then determine whether the omitted work may be made up. When a student reaches that number of absences considered by the Professor to be excessive, the Professor will so advise the student and file an unsatisfactory progress report with the campus executive director. Any student who misses 25 percent or more of the regularly scheduled class meetings may receive a grade of F in the course. Additional attendance policies for each course, as defined by the Professorin the course syllabus, are considered a part of the University’s attendance policy.

* 1. Student “attendance” in an online course is defined as active participation in the course as described in the course syllabus. The student is expected to log in to the class website in week 1 and every week thereafter. Professors in online courses are responsible for providing students with clear instructions for how they are required to participate in the course. Additionally, Professors 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, weekly submissions to the simulation, or communicating with the Professor.
* 2. Students aware of necessary absences must inform the Professor with as much advance notice as possible in order to make appropriate arrangements. There are assignments due every week. Late work will not be accepted. Everyone in this class faces situations that make receiving your degrees difficult. Most students, however, balance their school and other responsibilities so that they complete all that is required of them in the course. Wayland University expects you to do the same. If some extreme situation occurs that would make you unable to access the course and submit assignments on time, you will have to communicate with the Professor immediately, so that we can decide if it is in your interest to continue the course under those conditions and what accommodations might be made. Such situations must be unusual and documented. Travel for work, family holidays, family events do not constitute unusual circumstances. The Business Strategy Game is accessible from anywhere with an Internet connection as will be the End of Program Assessment. Part of the reason for this policy is that the student’s submission of work on a regular basis is the only indication the university and the Professor have that the student is actually intending to complete this class. Required work submission in a timely manner indicates that the student is attending a course that is offered online. The student should also know that if he/she is reported as not attending during the first week of class, the student will be administratively dropped from the course. Also, the student should be aware that the Professor does not run the game, therefore he has no ability to extend decision round deadlines or the 3-Year Plan deadline. If the student is late making his/her decision, then the game still runs using the last data that it has. The game round cannot be re-run because the student was late making his/her decision
* 3. Any student absent 25 percent or more of the online course, i.e., non-participatory during 3 or more weeks of an 11 week term, may receive an F for that course. Profssors may also file a Report of Unsatisfactory Progress for students with excessive non-participation. This is done because, for all students receiving any type of federal aid, the university has to report, if the student withdraws or is dropped from class, the dates on which the student did attend.
* 4. Any student who has not actively participated in an online class prior to the census date for any given term 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.

# **15. STATEMENT ON PLAGIARISM & 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.

# **16. 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 Coordinator of Counseling Services serves as the coordinator of students with a disability and should be contacted concerning accommodation requests at (806) 291-3765. Documentation of a disability must accompany any request for accommodations.

# **17. COURSE REQUIREMENTS and GRADING CRITERIA**:

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

**17.1 Grade Appeal Statement:** “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/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.”

# 18. TENTATIVE SCHEDULE

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| Class | Date | Assignment | Readings |
| Class 1 | Aug 17th – 23th | 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 over those chapters. | Chapters 1, 2 |
| Class 2 | Aug 24th – 30th | Practice Round of the Business Strategy Game due Aug. 30th , 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 31st – Sep 6th | Business Strategy Game Round 1 Decision due by Sept. 6th at midnight. Quiz 1 for the BSG opens Sept 6. Read the required chapters and complete the end of chapter quizzes. | Chapters 5, 6 |
| Class 4 | Sept 7th – 13th | Business Strategy Game Round 2 Decision due by Sept. 13th . Mid-game Peer Evaluations open Sept. 13th at 1:00 a.m. Central Time. Quiz 1 closes on Sept 13th at midnight. The 3 -Year Plan is due by Sept 20th. 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 14th – 20th | Business Strategy Game Round 3 Decision due by Sept. 20th . Midgame Peer Evaluations close Sept 20th. Read the required chapters, view the PowerPoint slides and complete the end of chapter quizzes. | Chapter 9, 10 |
| Class 6 | Sept 21st – 27th | Business Strategy Game Round 4 Decision due by Sept. 27th . Quiz 2 opens Sept 21st. Read the required chapter, view the PowerPoint slides, and complete the end of chapter quiz before Sept 27th midnight. | Chapter 11 |
| Class 7 | Sept 28th – Oct 4th | Business Strategy Game Round 5 Decision due by Oct 4th . Quiz 2 closes on Oct 4th. The Comprehensive exam opens on Oct. 4th and must be completed by Oct 10th . Read the required chapter, view the PowerPoint slides and complete the end of chapter quiz. | Chapter 12 |
| Class 8 | Oct 5th – 10th | Business Strategy Game Round 6 Decision due by Oct 10th. Complete the Business Strategy Game Comprehensive Exam by Oct 10th . Complete the End of Game Peer Review by Oct 10th . Complete the Major Field Exam by Oct 10th . |  |