**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 VC01 – Strategic Management/Business Policy

**Campus**

: WBU Online

**Term/Session**

**:** Fall 1, 2023

**Instructor**

**:** Lloyd L. Cannedy, Ph.D.

**Office Phone Number/ N/A**

**WBU Email Address**

**:** [lloyd.cannedy@wayland.wbu.edu](mailto:lloyd.cannedy@wayland.wbu.edu), or cannedy@hughes.net

**Office Hours, Building, and Location**

**:** N/A

**Class Meeting Time and Location**

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

**Textbook Information**

**Required Textbook(s) and/or Required Materials**

**:**

| **BOOK** | **AUTHOR** | **ED** | **YEAR** | **PUBLISHER** | **ISBN#** |
| --- | --- | --- | --- | --- | --- |
| The Business Strategy Game | 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*](https://bookstore.wbu.edu/site_inclusive.asp) *page.*

During this term, the student will participate in a simulation called the Business Strategy Game online and learn how to operate a tennis shoe company.

**Optional Materials**

**:**

**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**

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.

**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, Rick Hammer, [hammerr@wbu.edu](mailto:hammerr@wbu.edu) or call 1-866-547-9192 for

24/7 Blackboard Support.

**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**

**The Business Strategy Game** is a business simulation experience this semester. Each student will make decisions about the production and marketing of their product and the decisions will compete with the decisions of the other students in the class. The professor is not allowed to help the students make their decisions. The final grade is based on his/her work and placement in the competition of the game. This is worth 50 points toward the final grade. There will be two quizzes over the simulation and each is worth 25 points or a total of 50 points. The Comprehensive Exam covers the text and what the student has learned about business decision making through the game. It is created by the authors of the game and delivered through the game. There is a grade worth 25 points over the required three-year plan that is assigned each student. A PowerPoint about the simulation is available to the student in the corporate lobby once the student is registered for the game. Decisions dates and dates for the simulation quizzes and three-year plan will be available also in the corporate lobby once the student is registered.

**The Major Field Exam:** The student will be given the opportunity to take the Major Field Exam which at some point will appear on the student’s Blackboard Page under “courses”. There is no prep work for this exam, and upon completion, the student will send a certificate to the Professor to show completion of the text. Completing this exam is worth 25 points and is mandatory for graduation.

Simulation 50

3-year Plan 25

Quizzes on the simulation, each 25 points 50

Comprehensive Exam via the Simulation 50

Two Peer Reviews, 25 points each 50

Chapter Quizzes 15

Major Field Examination 25

Total 265

**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**

Class Date Assignment Readings

1. August 7th – 13th The first assignment the student must complete is completing the
2. Attendance Quiz no later than close of the week.

Using the code provided by the instructor, set up your

account for the BSG online. View the PowerPoint slides

over the Simulation. Read the required chapters and view

the PowerPoint slides and then complete the end of chapter

Quizzes over Chapters 1,2. (These are available on the website.) 1,2

2 August 14th – 20th Practice Round 1 of the BSG is due by Aug 20th , 11:59 p.m. CST. 3,4

Read the required chapters and view the PowerPoint slides .

Complete the end of chapter quizzes over chapter 3, 4.

3 Aug 21st – 27th Practice Round 2 of the BSG is due by Aug 27th , 11:59 p.m. CST. 5,6

Read the required chapters and view the PowerPoint slides. Complete

the end of chapter quizzes over Chapters 5 and 6. Quiz 1 for the BSG opens 27th at midnight.

4 Aug 28th – Sept 3rd Business Strategy Game Round 1 Decision due by Sept 3rd , midnight 7, 8

CST. Mid-game Peer Evaluations open Sept 4th at 1:00 a.m. CST. Quiz 1 closes on Sept 3rd at midnight. The 3 year plan is due by Sept 10th .

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 My Courses in Blackboard. This must be completed before close of term.

5 Sept 4th – 10th BSG Round 2 Decision due by Sept 10th . Midgame Peer Evaluations 9, 10

close Sept 10th . Read the required chapters, view the

PowerPoints slides and complete the end of chapter quizzes.

6 Sept 11th – 17th BSG Round 3 decision due by Sept 17th . Quiz 2 opens Sept 17th . Read

the required chapter, view the PowerPoint slides, and complete the

end of Chapter Quiz. 11

7 Sept 18th – 24th BSG round 4 Decision due Sept 24th . Quiz Two closes Sept 24th . The

Comprehensive Exam opens on Sept 18th and must be completed by

Sept 30th midnight. Read the required chapter, view the PowerPoint

Slides and complete the end of Chapter Quiz. 12

8 Sept 24th – 30th BSG round 5 Decision due by close of term Sept 30th midnight CDT.

Complete the BSG Comprehensive Exam by Sept 30th. Complete the

Major Field Exam by Sept 30th . Complete the End of Game Peer

Review by Sept 30th . Complete the Major Field Exam By Sept 30th .