

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: WBUonline

Term/Session: Fall 2025

Instructor: Dr. Jason Geesey

Office Phone Number/Cell #: 806-291-1037

WBU Email Address: geeseyj@wbu.edu

Office Hours, Building, and Location: Office Hours 2-5 p.m. M-TH; NBB, Room 114

Class Meeting Time and Location: Virtual Campus

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.

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

*This course is part of the **Pioneer Academic Access Program**. You will have access to an eBook, access code, and interactive learning material on the first day of class through your Blackboard course site. You will be notified via email with access instructions and additional information. If the course requires a physical book you can order at bookstore.wbu.edu. You can choose to opt-out, however if you do you will lose access to **EVERY class/material** and have to source through third party vendors.*

Optional Materials: N/A

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

Academic Integrity:

[Link to Statement on Academic Integrity](#)

Artificial Intelligence: Generative AI tools permitted in specific context and with proper citations.

- i. Students are allowed to use, reference, or incorporate generative AI tools into specific assignments for this course. When used, students must properly cite the generative AI tool in their submitted work.
- ii. While there is no true substitute for direct help and instruction for your instructor, students may be allowed to use generative AI tools to provide

- further explanations of course content, readings, and other assignments. Any use of generative AI tools to help further explain or translate content must be properly referenced and cited.
- iii. Specific parameters for generative AI usage are provided by the instructor.
 - iv. Any use of generative AI tools outside of the approved instructor parameters will be considered a form of plagiarism and academic dishonesty.

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 Disability Services Coordinator and Academic Coach serves as the coordinator of students with disabilities and must be contacted concerning accommodation requests. Office: (806) 291-1057. Documentation of a disability must accompany any request for accommodations.

Course Requirements and Grading Criteria

Business Simulation: The student will take part in a business simulation experience this semester. As a team of 2 or 3 students, the team 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 team will receive bonus points based on his/her placement in the business team rankings (up to 195 points). 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 strategic 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. Total simulation sessions are 9 each worth 20 points each for a total of 180 points or 30.5% of the grade.

First Required Assignment – Students must take this 10-point assignment acknowledging they are taking this course worth 1.3% of the grade.

Course Acknowledgement Assignment – Students are required to submit an acknowledgement that they are taking the course worth 10 points and 1.7% of their grade.

Student Introduction – Students will earn 10 points for introducing themselves to their peers 1.7% of the grade.

Orientation Quiz – Students will have an orientation quiz related to items in the syllabus worth 10 points or 1.7% of the grade.

BSG Quizzes – Students will have two BSG quizzes related to items to successfully navigate through the simulation worth 100 points or 17% of the grade.

Resume Assignment – There is one resume assignment in Week 8 based on the College

CentralNetwork website and students will upload their resume and proof of submission worth 20 points or 3.4% of the grade.

Company Name – Student will create a team name worth 10 points or 1.7% of the grade.

Top Company Name – Student will earn a possible 10 points or 1.7% of the grade that is awarded by most popular. Students cannot choose their own company's name.

3-Year Strategic Plans – There is one 3-year Plan assignment due in Week 5 worth 50 points or 8.5% of the grade.

Exams – There are three exams that cover the course outcomes and objectives that are within the textbook chapters that are 50 points each for a total of 150 points or 25.5% of the grade.

Integration of Faith – There is one written assignment in Week 4 on the concept of integrating faith into making business strategy decisions worth 50 points or 8.5% of the grade.

Major Field Exam – This is graded for a submission of 30 points worth 5.1% of the grade and must be completed to graduate in Week 7.

Grading Scale:

A 90% - above 576 - 640

B 80% - above 512 - 575

C 70% - above 448 – 511

D 60% - above 384 – 447

F 50% - above 0 – 383

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.

Tentative Schedule

Week	Deliverable	Points	Percentage	Due Date
Week One	Class Begins			8/11/2025
	First Required Assignment	10	1.7%	8/14/2024
	Course Acknowledgement	10	1.7%	8/17/2025
	BSG - Introduction	10	1.7%	8/17/2025

	Create a company name	10	1.7%	8/17/2025
	Orientation Quiz	10	1.7%	8/17/2025
	Practice Round 1 (Practice Year 11)	20	3.4%	8/17/2025
Week Two	Porter's Generic Strategies - Winning			8/18/2025
	Practice Round 2 (Practice Year 12)	20	3.4%	8/20/2025
	Top company name Survey	10	1.7%	8/21/2025
	Quiz 1 on Player's Guide	50	7.7%	8/24/2025
	Let the games begin - Round 1 Year 11	20	3.4%	8/24/2025
Week Three	Simulation Debriefing			8/25/2025
	Exam 1 Chaps 1-4	50	8.5%	8/31/2025
	Round 2 - Year 12	20	3.4%	8/31/2025
Week Four	Strategy Analysis - EPS & ROE			9/1/2025
	Round 3 - Year 13	20	3.4%	9/7/2025
	Integration of Faith Paper	50	8.5%	9/7/2025
Week Five	Strategy Analysis - SP, Image, & Credit			9/8/2025
	3-year Strategic plan Years 14 - 16	50	8.5%	9/14/2025
	Round 4 - Year 14	20	3.4%	9/14/2025
	Quiz 2 on Company Operations	50	8.5%	9/14/2025
Week Six	Diversification & Alternative Strategies			9/15/2025
	Round 5 - Year 15	20	3.4%	9/21/2025
	Exam 2 Chaps 5-8	50	8.5%	9/21/2025
Week Seven	Strategy, Ethics, and Social Responsibility			9/22/2025
	Major Field Exam: Graduation Requirement	30	5.1%	9/28/2025
	Round 6 - Year 16	20	3.4%	9/28/2025
Week Eight	Finals Week			9/29/2025
	Round 7 - Year 17	20	3.4%	10/4/2025
	College Central Network Resume	20	3.4%	10/4/2025
	Exam 3 Chaps 9-12	50	8.5%	10/4/2025
Totals		640	100.0%	

Additional Information

Professor reserves the right to alter this schedule as needed.

Please be sure to ask if you have questions or concerns during this course. Remember that, while you are a student, you are also teaching and learning from your classmates through your education and experiences.

“Students are responsible for reading, understanding, obeying, and respecting all academic policies, with added emphasis being placed upon academic progress policies, appearing in the Wayland Baptist University Academic Catalog applicable to their curriculum and/or program of study.”