

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: MGMT 5355 <<Section #>> – Strategic Management for the MS Business Programs

Campus: WBUonline

Term/Session: Fall I 2026

Instructor: Dr. Jason Geesey

Office Phone Number/Cell #: [806-291-1022 |

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: [Online]

Catalog Description:

Management decisions for creating or maintaining market position with emphasis on comprehensive organizational analysis, policy development, and critical management issues; strategic planning of resources and workforce in local, regional, and international environments; measurement of results, internal and external resource utilization measured and administrated through an 8-week strategic simulation. Note: The Major Field Examination is administered. Prerequisite(s): Completion of 80% MS program courses.

Prerequisite: Completion of 80% of MS degree courses.

Textbook Information

Required Textbook(s) and/or Required Materials:

BOOK	AUTHOR	ED	YEAR	PUBLISHER	ISBN#
<u>The Business Strategy Game</u>					Includes Game And ebook

*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: None

Course Outcome Competencies:

- Demonstrate knowledge acquired in completion of courses in Master of Science Program.
- Analyze internal and external environments to determine resources, capabilities, and core-competencies.
- Recognizing the impact of globalization of industries and on-going technological changes that impact a firm's profitability and sustainability.
- Apply productive strategic management ideas and issues using major sources of business information through the evaluation and implementation of strategic choices that affect a firm's performance.
- Evaluate and explain the implications of world events, government, and culturally related issues that exploit business competencies and gain competitive advantage.

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 1 to 3 students, the team will make executive level business decisions about the production and marketing of a product and 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 1.4% of the grade.

Course Acknowledgement Assignment – Students are required to submit an acknowledgement that they are taking the course worth 10 points and 1.4% of their grade.

Student Introduction – Students will earn 10 points for introducing themselves to their peers 1.4% of the grade.

Orientation Quiz – Students will have an orientation quiz related to items in the syllabus worth 10 points or 1.4% of the grade.

Company Name – Students will create a team name worth 10 points or 1.4% of the grade.

Top Company Name – Students will earn a possible 10 points or 1.4% 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 6.9% of the grade.

Annotated Bibliographies – There are 4 Annotated Bibliographies worth 50 points each for a total of 200 points or 27.4% of the grade.

Integration of Faith – There is one written assignment in Week 4 on the concept of integrating faith into making business strategic decisions worth 100 points or 13.7% of the grade.

Strategic Management Paper – This a 5-7 page paper describing the key management decisions made, learned, and utilized by the team in managing their global shoe company. Students will use and expand on the research from the 4 annotated bibliographies, 100 points or 13.7% of the grade.

Major Field Exam – This is graded for a submission of 50 points worth 6.9% of the grade and must be completed to graduate in Week 7.

Grading Scale:

A 90% - above 657 - 730

B 80% - above 584 - 656

C 70% - above 511 – 583

D 60% - above 438 – 510

F 50% - above 0 – 437

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			8/10/2026
	Introduction – Starts Thursday for full points	10	1.4%	8/16/2026
	Required First Assignment	10	1.4%	8/16/2026
	Orientation Quiz	10	1.4%	8/16/2026

	Create a company name	10	1.4%	8/16/2026
	Practice Round 1 (Practice Year 11)	20	2.8%	8/16/2026
Week Two	Porter's Generic Strategies - Winning			8/17/2026
	Practice Round 2 (Practice Year 12)	20	2.8%	8/20/2026
	Top company name Survey	10	1.4%	8/20/2026
	Annotated Bibliography 1	50	6.9%	8/23/2026
	Let the games begin - Round 1 Year 11	20	2.8%	8/23/2026
Week Three	Simulation Debriefing			8/24/2026
	Round 2 - Year 12	20	2.8%	8/30/2026
	Annotated Bibliography 2	50	6.9%	8/30/2026
Week Four	Strategy Analysis - EPS & ROE			8/31/2026
	Integration in Faith Paper	100	13.7%	9/6/2026
	Round 3 - Year 13	20	2.8%	9/6/2026
Week Five	Strategy Analysis - SP, Image, & Credit			9/7/2026
	3-year Strategic plan Years 14 - 16	50	6.9%	9/13/2026
	Annotated Bibliography 3	50	6.9%	9/13/2026
	Round 4 - Year 14	20	2.8%	9/13/2026
Week Six	Diversification & Alternative Strategies			9/14/2026
	Annotated Bibliography 4	50	6.9%	9/20/2026
	Round 5 - Year 15	20	2.8%	9/20/2026
Week Seven	Strategy, Ethics, and Social Responsibility			9/21/2026
	Strategic Management Paper	100	13.7%	9/27/2026
	Round 6 - Year 16	20	2.8%	9/27/2026
Week Eight	Finals Week			9/28/2026
	Round 7 - Year 17	20	2.8%	9/30/2026
	Major Field Exam: Graduation Requirement	50	6.9%	10/3/2026
Totals		730	100%	

Additional Information

It is my intent that students from all diverse backgrounds and perspectives be well-served by this course, that students' learning needs be addressed both in and out of class, and that the diversity that the students bring to this class be viewed as a resource, strength and benefit. I also aim to present materials and activities that are respectful of diversity: gender identity, sexuality, disability, age, socioeconomic status, ethnicity, race, nationality, religion, and culture.

Important note: Given the sensitive and challenging nature of the material discussed in class, it is imperative that there be an atmosphere of trust and safety in the classroom. I will attempt to foster an environment in which each student is able to hear and respect each other. Although, it is critical that each show respect for all worldviews expressed in class, this course is taught primarily from a Biblical worldview that is reinforced by the Word of God. It is expected that some of the material in this course may evoke strong emotions, please be respectful of others' emotions and be mindful of your own. While our intention may not be to cause discomfort or offense, the impact of what happens throughout the course is not to be ignored and is something that I consider to be very important and deserving of attention. If and when this occurs, you are encouraged to discuss the situation privately with me. I am always open to listening to students' experiences and want to work with students to find acceptable ways to process and address the issue.

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. |