

**WAYLAND BAPTIST UNIVERSITY**

**VIRTUAL CAMPUS**

**SCHOOL OF BUSINESS**

**SYLLABUS**

**1. 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.**

**2. Course: MGMT 5350 – {VC01}, Strategic Management**

**3. Term: Fall 2018 – August 20, 2018 to November 3, 2018**

**4. Instructor: Tony Strange, Ed.D, Professor Business and Education**

**5. Office Phone and email: 907-378-5876,** [**stranget@wbu.edu**](mailto:stranget@wbu.edu)

**6. Office Hours, Building, and Location: Virtual – will access emails three times a day**

**7. Class Meeting Time and Location: Virtual Classroom – Asynchronous online instruction using Blackboard.**

8. **Catalog Description**: management decisions for creating or maintaining market position with emphasis on comprehensive organizational analysis, policy development, and critical management issues. The Major Field Examination is administered.

9. Prerequisites: Completion of ALL M.A.M core courses.

10. Required Textbook and Resources:

“Wayland Baptist University has partnered with RedShelf to bring Inclusive Access, which is a digital copy of the required textbook available on Blackboard day one of class. The prices are very competitive with the market and in most cases below the standard cost. The price of the textbook will be billed to your student account. To check the price of the textbook please locate your required course material at www.bookstore.wbu.edu. Once you access the textbook it will ask you if you would like to opt-out. If you choose NOT to use this version you MUST opt-out or you will be charged and refunds are not available.”

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| **BOOK** | **AUTHOR** | **ED** | **YEAR** | **PUBLISHER** | **ISBN#** | **REVIEW** |
| Strategic Management | Hitt | 12th | 2017 | Cengage Learning | ISBN 1-337-06291X | Spring 14 |

11. Optional Materials:

12. Course Outcome Competencies:

* Improved appreciation for strategic management and the operating challenges facing such administrators.
* Determine student progress in acquiring the skills to accomplish outcomes.

13. Attendance Requirements: **Attendance/participation is very important to your success in this class. This class requires active class participation. This participation involves completion of assignments in a timely manner including Discussion Board. Tests and case studies maybe made up (with a penalty of 10% per day for lateness), and the paper will have a 10% penalty per day for lateness as well. Meeting deadlines is very important. In the event of a missed assignment or activity, it is the student’s responsibility to contact the instructor.** The student must not miss any more than 25% of the class. Any more misses may result in failure of the class. In case of TDY’s the instructor should be notified as soon as possible.

14. 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.”

15: **Course Requirements and Grading Criteria**:

**Introduction** – All students are required a self-introduction via discussion board posting to your virtual campus classmates taking this class: Due: August 24, 2018.

**Confirmation** – All students **MUST** email the instructor confirming all prerequisites have been accomplished: Due: August 24, 2018.

**Weekly Discussion Board Interaction – is part of the learning experience**

**Students are required to post weekly in the Discussion Board - General Comment Section.**

**Readings and Video reviews:** Assigned readings and video reviews are to be completed **prior** to the class session for which they are assigned.

**Case Studies**: Students will analyze six (6) selected case studies using a seven (7) step process. Each case study will be a minimum 3 pages (600 words). *Your case studies should reflect critical thinking skills and use of your academic voice*: Case studies will be uploaded as attachments in the weekly content folders: Due dates are listed in the syllabus.

Step 1: Gaining Familiarity

Step 2: Recognizing the Symptoms

Step 3: Identifying Goals

Step 4: Conducting the Analysis

Step 5: Making the Diagnosis

Step 6: Doing the Action Planning

Step 7: Summary

**Journal Reviews/Critiques & Comments**: Four critical reviews of recent journal articles are required (readings must be from peer-reviewed journals). The articles selected must be from areas directly related to Strategic Management or chapters within the text. First, summarize the key points of the article. Be sure to include any relevant information regarding the purpose of the article, significant findings, and conclusions. Next, include your own critique of the article: how is this article significant to this course. **Due: September 21st and October 5, 2018.**

* Submit the critical review/critique via link in the content folder.
* **Students are required to post a comment on the critiques posted by other students by September 28th and October 12, 2018.**

**Paper and Power point slides**: Students will complete one research paper for this course. Topics and outline (1 to 2 pages) for the final paper must also be pre-approved by the professor **NLT September 7, 2018**. The paper should be a minimum of ten (10) pages of content, (excluding coversheet, abstract and references, and should utilize at least six scholarly references). Papers must utilize APA format. **Final Paper and Presentation slides due: October 26, 2018.**

**Plagiarism Policy:** Intellectual integrity and truthfulness are fundamental to scholarship. Scholars, whether they are performing as students or as teachers, are engaged in a search for truth. Plagiarism is a form of cheating and also a form of theft. Plagiarism occurs when a student fails to give proper credit when information is either quoted or paraphrased. Carelessness is no excuse. As such, it is a breach of scholarly responsibility. It is also unethical and in some cases, illegal. Looking at or copying someone else’s test, answer sheet, and/or paper are counted as cheating. Plagiarism may result in an “F” in the course.

**Other Important Information:**

1. **Assignments are due on the deadlines given when the assignment is posted.**
2. **Written work, including the term paper, is graded on the basis of content first, but also on the quality of grammar and punctuation.**
3. **All written assignments should be 12-point type, double-spaced, and using APA Manuscript Writing Style.**
4. **Questions concerning grades received should be resolved within one week after the assignment has been returned.**
5. **Unless noted as a group assignment, all work should be original work of the individual student.**
6. **Academic honesty is expected of all students. Plagiarism, cheating, and other acts that lack academic honesty may result in a zero on the particular assignment.**
7. **Students will need to use the Internet to access some assignments.**
8. **Always contact the professor if you need assistance.**

Grading Policy:

Grades will be assigned based on the following percentages:

A 100 - 90

B 89 - 80

C 79 - 70

D 69 - 60

F < 59

Weights of required assignments/activities

Class participation including Discussion Board = 100 points

Case Studies (6 X 100 points) = 600 points

Journal Article Critique (2 x 50) = 100 points

Research Paper Outline = 50 points

Final Paper = 100 points

Power point presentation = 50 points

16. Tentative Schedule: (Calendar, Topics, Assignments)

August 24 Introductions

Confirmation of prerequisites

Course requirements

Guidelines for Case Studies

Read “Academic Voice and Critical Thinking Articles”

Read Chapter 1 and Review Videos

Discussion Board Questions

August 31 Read Chapters 2 and 3

Review Videos

Blackboard Assignment

Discussion Board

Case Study # 8 Due

September 7 Read Chapters 4 and 5

Review Videos

Discussion Board

Case Study # 9 Due

Outline of the research paper due (3 pages)!

September 14 Read Chapters 6 and 7

Review Videos

Discussion Board

Case Study # 10 Due

September 21 Read Chapters 8 and 9

Review Videos

Discussion Board

Journal Critiques (#1) Post on Blackboard

September 28 Read Chapter 10

Review Videos

Discussion Board

Journal Critique (# 1) **Comments due Today**

Case Study # 3 Due

October 5 Read Chapter 11

Review Videos

Discussion Board

Journal Article Critique (#2) Post on Blackboard

October 12 ReadChapter 12

Review Videos

Discussion Board

Journal Critique (# 2) **Comments due Today**

Case Study # 15 Due

October 19 Read Chapter 13

Review Videos

Discussion Board

Case Study # 1

October 26 Review Videos and perform Case Analysis

Paper Due and Power points (8 slides)

Presentations should be uploaded as an attachment in content folder Paper submitted in Safe Assignments

November 2 MAM Field Exam!

17. Additional information as desired by the faculty member.

**STATEMENTS:**

**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 the class that which your education and experiences have taught you.**

**“This class will adhere to zero tolerance for using someone else’s work as your own.”**

**“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.”**