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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-section number, Strategic Management/Business Policy

# **4. TERM**:

Fall 2019

# **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) , [canco1@hughes.net](mailto:canco1@hughes.net)

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

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.

# 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  And Textbook | SEE INFORMATION BELOW CONCERNING GAME |  |  |  | Includes Game  And ebook | 10/1/18 |

***NOTE:****VitalSource etextbook.*

Please keep in mind that VitalSource has to work with publishers to get your student copy so check your Wayland email daily.  A link may be provided in just a few hours, or it may take a few days.  For student access:

1.       Every Course in Blackboard has a link to eTextbook [Vital Source] embedded in the course menu, with basic instructions.

2.       Wayland encourages use of this textbook.  Printed copies will NOT be available through our bookstore.  Students can purchase via Amazon or similar vendor but the cost is usually substantially more expensive.

3.       Student will “register”, just like the Professor, to access their library.

4.       They will be able to read and interact with their textbook from that location.

5.       IF your course is a Cengage, Pearson, Norton with “access” to special materials [MyLab, Mindtap, special assignments, accounting, etc.] the Professor will set up the links to that in your Blackboard Classroom to be available on Day 1.  Students pay for the textbook and access via VitalSource but will need that special link to the special materials they need to access.  WBUonline can assist the student with this if help is needed.

# 12. OPTIONAL MATERIALS

# **13. COURSE OUTCOMES AND COMPETENCIES**:

* Demonstrate knowledge of strategic management processes by: illustrating strategy in idealistic and operation terms, contrasting the major sources of business information, identifying alternative strategy choices, and justifying strategy selection choices.
* Develop an application of strategic management processes by clarifying an understanding of the process of strategic management; implement strategic management concepts in specific case analysis and in other real organizations; Apply productive strategic management ideas and issues, using them major sources of business information, evaluate and implement strategy choices and integrate the functional aspects of business.
* Develop a framework for understanding the various modern strategic management concepts.
* Associate the various political, economic, religious, and cultural attitudes with strategic management concepts in the modern business environment by providing an analysis of such developments.
* Discuss the implications from the active roles of government and strategic planning in business.
* Clarify the role nationalism has played in shaping regional values and expectations with their attendant affects in a global business environment.
* Provide examples illustrating how culturally related issues impact the decisions of governments and world events.

# 14. ATTENDANCE REQUIREMENTS:

* 1. Student “attendance” in an online course is defined as active participation in the course as described in the course syllabus. This class begins on February 26th and ends on May 19th, 2018. The student is expected to log in to the class website in week 1 and every week thereafter. 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, weekly submissions to the simulation, or communicating with the instructor.
* 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. All course activities must be submitted by 11:59 p.m. Central on Saturday, Nov 3rd or they will not be included in the calculation of your grade.
* 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. Instructors 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 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 End of Program Assessment 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 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 is not the End of Program Assessment described below.**  Rather it 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.

**End of Program Assessment**: The student will receive 25 points for taking the End of Program Assessment 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 End of Program Assessment. While the Assessment 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 Virtual Campus assistants. This course will be titled End of Program Assessment. 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). Neither the student nor Professor will see the student’s score which is why the 25 points is based on the student taking the Assessment in a thoughtful and careful manner. The Professor can see how much time the student did spend taking the exam and the Professor will use that to assess the student’s score on this assignment. 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.

Total Points Possible

Simulation 50

Three Year Plan 25

Quizzes on the Simulation 20 points and 30 points respectively 50

End of Program Assessment 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 |
| 1 | Aug 19th – Aug 25th | Read the required chapters and View the PowerPoint slides**.** | Chapters 1, 2 |
| 2 | Aug 26th – Sep 1st | **First Practice Round of the Business Simulation Game. Due Sep 1st , 11:59 p.m. Central Time.** Read the required chapter and view the PowerPoint slides. | Chapter 3 |
| 3 | Sep 2nd – 8th | **Second Practice Round of the Business Simulation Game, due Saturday, Sep 8th , 11:59 p.m.** **Central Time**. Data reset for BSG on Sep 9th at 11:59 p.m. Central. Results of the second practice decision will be unavailable after this date. **Quiz 1 opens Sep 9th at 1:00 a.m. Central Time.** Read the required chapter and view the PowerPoint slides. | Chapter 4 |
| 4 | Sep 9th – 15th | **Business Simulation Game Round 1 Decision due September 15th by 11:59 p.m. Central Daylight Time.** Read the required chapter and view the PowerPoint slides. | Chapter 5 |
| 5 | Sep 16th – 22nd | **Business Simulation Game Round 2 Decision due Sep 22nd by 11:59 p.m. Central Time**. Mid-game Peer Evaluations open Sep 22nd at 1:00 a.m. Central Time. Read the required chapter and view the PowerPoint slides. Be watching for the End of Program Assessment (The Capstone Examination) listed under Your Courses. This must be completed before end of term.) | Chapter 6 |
| 6 | Sep 23rd – 29th | **Business Simulation Game Round 3 Decision due Sep 29th by 11:59 p.m. Central Time**. Quiz 1 closes Sep 29th at 11:59 p.m. Central Time. Read the required chapter and view the PowerPoint slides. | Chapter 7 |
| 7 | Sep 30th – Oct 6th | **Business Simulation Game Round 4 Decision due Oct 6th by 11:59 p.m. Central Time.** Mid-game Peer Evaluations close Oct 6th at 11:59 p.m. Central Time. Read the required chapter and view the PowerPoint slides. | Chapter 8 |
| 8 | Oct 7th – 13th | **Business Decision Round 5 Decision due Oct 13th by 11:59 Central Time**. Quiz 2 opens Oct 7tth at 1:00 a.m. Central Time. 3-Year Plan due Oct 13th by 11:59 p.m. Central Time. Read the required chapter and view the PowerPoint slides. | Chapter 9 |
| 9 | Oct 14th – 20th | **Business Decision Round 6 Decision due Oct 20th by 11:59 p.m. Central Time**. Quiz 2 closes Oct 20th at 11:59 p.m. Central Time. Comprehensive Exam opens Oct 21st at 1:00 a.m. Central Time. Read the required chapter and view the PowerPoint slides. | Chapter 10 |
| 10 | Oct 21st – 27th | **Business Decision Round 7 Decision due Oct 27th by 11:59 p.m. Central Time.** End-of-Game Peer Evaluations open Oct 28th at 1:00 a.m. Central Time. Read the required chapters and view the PowerPoint slides. | Chapters 11-- 12 |
| 11 | Oct 28th – Nov 2nd | **Business Simulation Game Comprehensive Exam closes at 11:59 p.m. Saturday, Nov 2nd Central Time.** End of Program Assessment and Comprehensive Exam close at 11:59 p.m. Central Time on Saturday, Nov 2nd . End-of-Game Peer Evaluations close at 11:59 p.m. Central Time Saturday Nov 2nd . |  |