# Wayland Logo

Campus Name

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**:

Spring 2021

# **5. INSTRUCTOR**:

Dr. Jason Geesey

# **6. CONTACT INFORMATION**:

Office phone: 806-291-1037

WBU Email: geeseyj@wbu.edu

Cell phone: 214-755-1169

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

Mon 10:30 - 12 pm & 1-5 pm/Tue 9 - 12:00pm & 1-5 pm, Nunn 114

# **8. COURSE MEETING TIME & LOCATION**:

Meeting day & time: M/W Hybrid 8:00 – 8:50 Nunn 203

# **9. 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.)

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

Check Blackboard Course Announcement Page. Your instructor will post directions.

# 12. OPTIONAL MATERIALS

# **13. COURSE OUTCOMES AND 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.

# 14. ATTENDANCE REQUIREMENTS:

As stated in the Wayland Catalog, students enrolled at one of the University’s external campuses should make every effort to attend all class meetings. All absences must be explained to the instructor, who will then determine whether the omitted work may be made up. When a student reaches that number of absences considered by the instructor to be excessive, the instructor will so advise the student and file an unsatisfactory progress report with the campus executive director. Any student who misses 25 percent or more of the regularly scheduled class meetings may receive a grade of F in the course. Additional attendance policies for each course, as defined by the instructor in the course syllabus, are considered a part of the University’s attendance policy.

# **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**:

**Late Policy**: 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, especially since this course is designed around being a manager for a company. The business game and the course website 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, sports activities, 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 Comprehensive Exam(s).

**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 50 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 27.7% of the grade.

Census Reporting Quiz – Students are required to submit an acknowledgement that they are taking the course worth 5 points and 0.75% of their grade.

Student Introduction – Students will earn 10 points for introducing themselves to their peers 1.5% of the grade.

Orientation Quiz – Students will have an orientation quiz related to items in the syllabus worth 10 points or 1.5% of the grade.

BSG Quizzes – Students will have two BSG quizzes related to items to successfully navigate through the simulation worth 100 points or 15.4% of the grade.

Resume Assignment – There is one resume assignment in Week 8 based on the College Central Network website and students will upload their resume and proof of submission worth 20 points or 3.0% of the grade.

Team Name – Student will create a team name worth 20 points or 3.0% of the grade and the points will be awarded by most popular. Students cannot choose their team name.

3-Year Strategic Plans – There is one 3-year Plan assignment due in Week 5 worth 50 points or 7.7% of the grade.

Simulation Papers – There are two written assignments in Week 4 and Week 7 on the simulation experiences worth 100 points or 15.4% 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 23.1% of the grade.

Major Field Exam – This is graded for a submission of 5 points worth 0.75% of the grade and must be completed to graduate by Week 8.

**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

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Week | Deliverable | Points | Percentage | Due Date |
| Week One | Class Begins |  |  | 1/10/2022 |
|  | Census Reporting Quiz | 5 | 0.75% | 1/12/2022 |
|  | BSG - Introduction | 10 | 1.5% | 1/16/2022 |
|  | Orientation Quiz | 10 | 1.5% | 1/16/2022 |
|  | Practice Round 1 (Practice Year 11) | 20 | 3.1% | 1/16/2022 |
| Week Two | Porter's Generic Strategies - Winning |  |  | 1/17/2022 |
|  | Practice Round 2 (Practice Year 12) | 20 | 3.0% | 1/20/2022 |
|  | Quiz 1 on Player's Guide | 50 | 7.7% | 1/23/2022 |
|  | Create a team name | 20 | 3.1% | 1/23/2022 |
|  | Let the games begin - Round 1 Year 11 | 20 | 3.1% | 1/23/2022 |
| Week Three | Simulation Debriefing |  |  | 1/24/2022 |
|  | Exam 1 Chaps 1-4 | 50 | 7.7% | 1/30/2022 |
|  | Round 2 - Year 12 | 20 | 3.1% | 1/30/2022 |
| Week Four | Strategy Analysis - EPS & ROE |  |  | 1/31/2022 |
|  | Round 3 - Year 13 | 20 | 3.1% | 2/6/2022 |
|  | Paper - Simulation Rounds 1 & 2 | 50 | 7.7% | 2/6/2022 |
| Week Five |  |  |  | 2/7/2022 |
|  | 3-year Strategic plan Years 14 - 16 | 50 | 7.7% | 2/13/2022 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Round 4 - Year 14 | 20 | 3.1% | 2/13/2022 |
|  | Exam 2 Chaps 5-8 | 50 | 7.7% | 2/13/2022 |
| Week Six | Strategy Analysis - SP, Image, Credit |  |  | 2/14/2022 |
|  | Quiz 2 on Company Operations | 50 | 7.7% | 2/20/2022 |
|  | Round 5 - Year 15 | 20 | 3.1% | 2/20/2022 |
| Week Seven | Strategy, Ethics, and Social Responsibility |  |  | 2/21/2022 |
|  | Round 6 - Year 16 | 20 | 3.1% | 2/27/2022 |
|  | Paper - Simulation Wrap up | 50 | 7.7% | 2/27/2022 |
| Week Eight | Finals Week |  |  | 2/28/2022 |
|  | Round 7 - Year 17 | 20 | 3.1% | 3/2/2022 |
|  | Major Field Exam: Graduation Requirement | 5 | 0.75% | 3/5/2022 |
|  | College Central Network Resume | 20 | 3.1% | 3/5/2022 |
|  | Exam 3 Chaps 9-12 | 50 | 7.7% | 3/5/2022 |
| Totals |  | 650 | 100.0% |  |

# 19. ADDITIONAL INFORMATION

College Central Network: <https://www.collegecentral.com/wbu/Index.cfm>

Faculty may add additional information if desired.

# 20. Wayland Classroom Protocols, Spring 2022

Please share the following with students at the beginning of your first class as a reminder of current Wayland protocols. (These practices also apply to all Wayland employees.)

* All students taking a class during the Spring 2021 term must complete the [Wayland Health Survey](https://www.wbu.edu/notification-pages/Health%20Survey%20COVID.pdf).
* Anyone who experiences a change in health as it relates to COVID-19 symptoms or exposure must complete a new survey and visit with the Wayland Director of Health Services, Coralyn Dillard RN, MSN, CDE, 806-729-6336.
* **All students must wear a face covering over nose and mouth while on a Wayland campus.\*** It is the responsibility of students to provide their own mask/face covering and to wash cloth masks regularly. If a student does not bring a face covering to class, he or she will be asked to leave the facility and can only return to class with the appropriate face covering.
* There should be no physical contact between individuals (such as handshakes or hugs), and no sharing of handheld objects. Additionally, students should practice appropriate etiquette and hygiene to reduce exposure to any virus by:
  + Wearing a face covering over nose and mouth in all public and classroom settings
  + Maintaining a physical distance from others of at least 6 feet
  + Covering coughs and sneezes, preferably by using the bend of the elbow
  + [Washing hands](https://www.cdc.gov/handwashing/when-how-handwashing.html) often with soap and water, and not touching eyes, nose, and mouth
  + Avoiding contact with people who are sick, even inside personal residences
* Students must clean their desk or other learning space prior to being seated for each class—hydrogen peroxide wipes will be available. After class, students should exit the room promptly and take social conversations outside whenever possible.
* Everyone must self-monitor their health; take your temperature each morning if possible. Instructors or students experiencing any COVID-19 symptoms should not come to class or stay in class. If students begin to experience or exhibit symptoms during class, they will be asked to 1.) exit the class and the facility, 2.) report their symptoms to the Director of Health Services 806-729-6336, and 3.) visit their healthcare provider.
* Communicate with your instructor—preferably via your Wayland email—to make them aware of class absences. If you maintain active communication with your instructor, she or he will be able to assist you in keeping up with coursework.
* The above University and classroom protocols are in place to protect students, employees, and guests. As it is an important and serious matter, incidents of non-compliance may be viewed as grounds for student conduct sanctions up to and including suspension.
* Everyone in this class is depending on one another to follow these guidelines to help keep us all safe. Thanks in advance for your cooperation!

\*Professors teaching a class, anyone giving a speech, or anyone medically (physically or mentally) compromised who cannot wear a facemask may wear a face shield. Medically compromised individuals must submit a doctor’s note to the Director of Health Services.