



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-VC01, Strategic Management/Business Policy

4. TERM:

Spring 1 2022

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:

Virtual Office Hours – Will access email 3x daily, and students may call at any time

8. COURSE MEETING TIME & LOCATION:

Meeting day & time: Asynchronous online instruction on Blackboard

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
<u>The Business Strategy Game</u>	SEE INFORMATION BELOW CONCERNING GAME				Includes Game And ebook	10/1/18

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

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 1 week to complete the Comprehensive Exam(s).

Business Simulation: The student will take part in a business simulation experience this semester. Usually, 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 (see Blackboard). 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 29.3% of the grade.

Census Reporting Quiz – Students are required to submit an acknowledgement that they are taking the course worth 5 points and 0.08% of their grade.

Student Introduction – Students will earn 10 points for introducing themselves to their peers 1.6% of the grade.

Orientation Quiz – Students will have an orientation quiz related to items in the syllabus worth 10 points or 1.6% of the grade.

BSG Quizzes – Students will have two BSG quizzes related to items to successfully navigate through the simulation worth 100 points or 16.3% 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 3.2% of the grade.

Team Name – Student will create a team name worth 20 points or 3.2% of the grade and the points will be awarded by most popular. See Blackboard for instructions and grading criteria

3-Year Strategic Plans – There is one 3-year Plan assignment due in Week 5 worth 50 points or 8.1% of the grade.

Integration of Faith Paper – There are one written assignment in Week 7 on the Integration of Faith through the simulation experiences worth 50 points or 8.1% 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 24.4% of the grade.

Major Field Exam – This is graded for a submission of 20 points worth 3.2% 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	.08%	1/12/2022
	BSG - Introduction	10	1.6%	1/16/2022
	Orientation Quiz	10	1.6%	1/16/2022
	Practice Round 1 (Practice Year 11)	20	3.2%	1/16/2022
Week Two	Porter's Generic Strategies - Winning			1/17/2022
	Practice Round 2 (Practice Year 12)	20	3.2%	1/23/2022
	Quiz 1 on Player's Guide	50	8.1%	1/23/2022
	Create a team name	20	3.2%	1/23/2022
	Let the games begin - Round 1 Year 11	20	3.2%	1/23/2022
Week Three	Simulation Debriefing			1/24/2022
	Exam 1 Chaps 1-4	50	8.1%	1/30/2022
	Round 2 - Year 12	20	3.2%	1/30/2022
Week Four	Strategy Analysis - EPS & ROE			1/31/2022
	Round 3 - Year 13	20	3.2%	2/6/2022
Week Five				2/7/2022

	3-year Strategic plan Years 14 - 16	50	8.1%	2/13/2022
	Round 4 - Year 14	20	3.2%	2/13/2022
	Exam 2 Chaps 5-8	50	8.1%	2/13/2022
Week Six	Strategy Analysis - SP, Image, Credit			2/14/2022
	Quiz 2 on Company Operations	50	8.1%	2/20/2022
	Round 5 - Year 15	20	3.2%	2/20/2022
Week Seven	Strategy, Ethics, and Social Responsibility			2/21/2022
	Round 6 - Year 16	20	3.2%	2/27/2022
	Paper – Integration of Faith	50	8.1%	2/27/2022
Week Eight	Finals Week			2/28/2022
	Round 7 - Year 17	20	3.2%	3/1/2022
	Major Field Exam: Graduation Requirement	20	3.2%	3/4/2022
	College Central Network Resume	20	3.2%	3/4/2022
	Exam 3 Chaps 9-12	50	8.1%	3/4/2022
Totals		615	100.0%	

19. 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.

“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.”