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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**:

Spring, 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), or [canco1@hughes.net](mailto:canco1@hughes.net)

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

EX: M/F 12:00 – 5:00 p.m.

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

Meeting day & time: Weekly, Monday – Sunday, Internet Blackboard, <https://wbu.blackboard.com/> and [**www.bsg-online.com**](http://www.bsg-online.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 | SEE INFORMATION BELOW CONCERNING GAME |  |  |  | Includes Game  And ebook | 10/1/18 |

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

"Wayland Baptist University has partnered with RedShelf to bring Inclusive Access, which is a digital copy of the required textbook and game simulation 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 [https://bookstore.wbu.edu](https://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."

# 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:

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. 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.

**1**. 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.

**2**. Students aware of necessary absences must inform the professor with as much advance notice as possible in order to make appropriate arrangements. Family vacations or functions are not excused absences. Students should make plans to be present for all class activities. No work will be accepted late, nor any Grade of Incomplete given. If the student misses the work a grade of 0 will be awarded that assignment. Unforeseen illness will be handled on a individual basis.

**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.

**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.

Simulation = 50

3 yr Plan = 25

2 Simulation Quizzes (2 @ 25 points each) = 50

Comprehensive Exam delivered through the Simulation = 50

End of Chapter Quizzes = 25

End of Program Assessment, Capstone Exam = 50

Total Points = 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

Class & Date Assignment Readings

1 Feb 25th –  Mar 3rd The student will purchase the book and simulation this week and read the assigned chapters and work the quizzes for those chapters online at the Business Strategy Game. **Due by March 3rd, at 11:59 p.m. Central Time.** Chapters 1, 2

2 Mar 4th – 10th The student will read the assigned chapter and work the quiz.  **First Practice Round of the Business Simulation Game. Due Mar. 10th, 11:59 p.m. Central Time.** Chapter 3

Mar 11th – 16th SPRING BREAK

3 Mar 18th – 24th **Second Practice Round of the Business Simulation Game, due Sunday, Mar 25th 11:59 p.m.** **Central Time**. Data reset for BSG on Mar 24th at 11:59 p.m. Central. Results of the second practice decision will be unavailable after this date. Quiz 1 opens March 25th at 1:00 a.m. Central Time. Chapter 4

4 Mar 25th – 31st **Business Simulation Game Round 1 Decision due March 31st by 11:59 p.m. Central Time.**  Chapter 5

5 Apr 1st – 7th **Business Simulation Game Round 2 Decision due April 7th by 11:59 p.m. Central Time**. Mid-game Peer Evaluations open April 8th at 1:00 a.m. Central Time.

Chapter 6

6 Apr 8th – 14th **Business Simulation Game Round 3 Decision due April 14th by 11:59 p.m**. **Central Time.** Quiz 1 closes April 14th at 11:59 p.m. Central Time.

Chapter 7

7 Apr 15th – 21st **Business Simulation Game Round 4 Decision due April 21st by 11:59 p.m. Central Time.** Mid-game Peer Evaluations close April 21st at 11:59 p.m. Central Time. **Three Year Strategy Plan will be due April 21st at 11:59 p.m. CST.**

Chapter 8

8 Apr 22nd – 28th **Business Decision Round 5 Decision due April 28th by 11:59 p.m. Central Time**. Quiz 2 opens April 28th at 1:00 a.m. Central. 3-Year Plan due April 28th by 11:59 p.m. Central Time.

Chapter 9

9 Apr 29th – May 5th **Business Decision Round 6 Decision due May 5th by 11:59 p.m. Central Time**. Quiz 2 closes May 5th at 11:59 p.m. Central Time. Comprehensive Exam opens May 6th at 1:00 a.m. Central Time.

Chapter 10

10 May 6th – 12th **Business Decision Round 7 Decision due May 12th by 11:59 p.m. Central Time.** End-of-Game Peer Evaluations open May 13th at 1:00 a.m. Central Time.  Chapter 11

11 May 13th – 18th **Business Simulation Game Comprehensive Exam closes at 11:59 p.m. Saturday, May 18th Central Time** End of Program Assessment closes at 11:59 p.m. Central Time on Saturday, May 18th. End-of-Game Peer Evaluations closes at 11:59 p.m. Central Time Saturday May 18th.

Chapter 12

At some point during the course, the student must complete the End Of Program Assessment/Capstone examination. This will be listed as part of the student’s courses in Blackboard, usually under the present term or alternatively, term unassigned.

Students,

This course includes an etextbook. It is available immediately upon entering the classroom. The cost is automatically added to your student account. If you prefer to purchase a printed textbook you must **OPT OUT here in the classroom by census date** and the fee will be removed. Do not print any part of the textbook if you plan to opt out.

The etextbook has some advantages:

* Immediately available
* Low cost compared to printed
* Can be accessed on any mobile device
* Can be downloaded for off-line reading where you have no internet access
* You can highlight, mark, make notes, bookmark

Disadvantages:

* You can’t hold it
* Need some electronic device to read
* Not a physical presence in your library

Please go to Course Info / Syllabus and read the information about Inclusive Textbooks. Access any textbook by clicking on the link found in the classroom.