

## Wayland Mission Statement

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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.

## Contact Information

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**Course:** BUAD 4330 VC01 – Strategic Management/Business Policy

**Campus:** WBUonline

**Term/Session:** Fall 1 2024

**Instructor:** Dr. Jason Geesey

**Office Phone Number/Cell #:** 806-291-1037

**WBU Email Address:** geeseyj@wbu.edu

**Office Hours, Building, and Location:** Office Hours 2-5 p.m. M-TH; NBB, Room 114

**Class Meeting Time and Location:** Virtual Campus

**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.)

**Prerequisite:**

Senior standing, business majors take during final term of senior year.

## Textbook Information

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**Required Textbook(s) and/or Required Materials:**

| BOOK                              | AUTHOR                                | ED | YEAR | PUBLISHER | ISBN#                   |
|-----------------------------------|---------------------------------------|----|------|-----------|-------------------------|
| <u>The Business Strategy Game</u> | SEE INFORMATION BELOW CONCERNING GAME |    |      |           | Includes Game And ebook |

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

*If this is an UNDERGRAD class the textbook for this course is part of the **Pioneer Academic Access Program**. You will have access to an eBook and interactive learning material on the first day of class through your Blackboard course site. If the course requires a physical book you can order at [bookstore.wbu.edu](http://bookstore.wbu.edu). The cost of all your materials are billed to your student account at \$26.00 per credit hour. You can choose to opt-out, however if you do you will lose access to **all classes/materials** and have to source through third party vendors You will be notified via email with access instructions and additional information. If you are in a GRADUATE class you will have an Automatic eBook*

*which is billed directly to your student account or a physical book that can be purchased at bookstore.wbu.edu. If you do not wish to participate in the Automatic eBook program, you will have the first week of class to opt-out of the program (additional details will be outlined in your email instructions).*

**Optional Materials:** None

**Course Outcome 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.

## **Attendance Requirements**

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### WBUonline

Students are expected to participate in all required instructional activities in their courses. Online courses are no different in this regard; however, participation must be defined in a different manner. 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. Students aware of necessary absences must inform the professor with as much advance notice as possible in order to make appropriate arrangements. Any student absent 25 percent or more of the online course, i.e., non-participatory during 2 or more weeks of an 8-week session, may receive an F for that course. Instructors may also file a Report of Unsatisfactory Progress for students with excessive non-participation. Any student who has not actively participated in an online class prior to the census date for any given session 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. Additional attendance and participation policies for each course, as defined by the instructor in the course syllabus, are considered a part of the university’s attendance policy.

## **University Policies**

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### **Academic Integrity:**

[Link to Statement on Academic Integrity](#)

### **Artificial Intelligence: No use of any generative AI tools permitted.**

- i. Students are required to create and produce all work themselves or with assigned group members. Any work submitted that has used an AI generative

- tool like ChatGPT will be in immediate violation of the academic integrity policies for the course and WBU.
- ii. All assignments must be fully created, designed, and prepared by the student(s).
  - iii. Any work that uses generative AI will be treated as plagiarism.

**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 Disability Services Coordinator and Academic Coach serves as the coordinator of students with disabilities and must be contacted concerning accommodation requests. Office: (806) 291-1057. Documentation of a disability must accompany any request for accommodations.

## Course Requirements and Grading Criteria

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**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 195 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 30.5% of the grade.

First Required Assignment – Students must take this 10-point assignment acknowledging they are taking this course worth 1.3% of the grade.

Course Acknowledgement Assignment – Students are required to submit an acknowledgement that they are taking the course worth 10 points and 1.7% of their grade.

Student Introduction – Students will earn 10 points for introducing themselves to their peers 1.7% of the grade.

Orientation Quiz – Students will have an orientation quiz related to items in the syllabus worth 10 points or 1.7% of the grade.

BSG Quizzes – Students will have two BSG quizzes related to items to successfully navigate through the simulation worth 100 points or 17% of the grade.

Resume Assignment – There is one resume assignment in Week 8 based on the College

CentralNetwork website and students will upload their resume and proof of submission worth 20 points or 3.4% of the grade.

Company Name – Student will create a team name worth 10 points or 1.7% of the grade.

Top Company Name – Student will earn a possible 10 points or 1.7% of the grade that is awarded by most popular. Students cannot choose their own company’s name.

3-Year Strategic Plans – There is one 3-year Plan assignment due in Week 5 worth 50 points or 8.5% 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 25.5% of the grade.

Integration of Faith – There is one written assignment in Week 4 on the concept of integrating faith into making business strategy decisions worth 50 points or 8.5% of the grade.

Major Field Exam – This is graded for a submission of 30 points worth 5.1% of the grade and must be completed to graduate in Week 7.

**Grading Scale:**

- A 90% - above 576 - 640
- B 80% - above 512 - 575
- C 70% - above 448 – 511
- D 60% - above 384 – 447
- F 50% - above 0 – 383

**Student Grade Appeals:** 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 to the 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.

## Tentative Schedule

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| Week     | Deliverable               | Points | Percentage | Due Date  |
|----------|---------------------------|--------|------------|-----------|
| Week One | Class Begins              |        |            | 8/12/2024 |
|          | First Required Assignment | 10     | 1.7%       | 8/16/2024 |
|          | Course Acknowledgement    | 10     | 1.7%       | 8/18/2024 |
|          | BSG - Introduction        | 10     | 1.7%       | 8/18/2024 |
|          | Create a company name     | 10     | 1.7%       | 8/18/2024 |

|            |   |     |        |           |
|------------|---|-----|--------|-----------|
|            | Orientation Quiz                            | 10  | 1.7%   | 8/18/2024 |
|            | Practice Round 1 (Practice Year 11)         | 20  | 3.4%   | 8/18/2024 |
| Week Two   | Porter's Generic Strategies - Winning       |     |        | 8/19/2024 |
|            | Practice Round 2 (Practice Year 12)         | 20  | 3.4%   | 8/21/2024 |
|            | Top company name Survey                     | 10  | 1.7%   | 8/21/2024 |
|            | Quiz 1 on Player's Guide                    | 50  | 7.7%   | 8/25/2024 |
|            | Let the games begin - Round 1 Year 11       | 20  | 3.4%   | 8/25/2024 |
| Week Three | Simulation Debriefing                       |     |        | 8/26/2024 |
|            | Exam 1 Chaps 1-4                            | 50  | 8.5%   | 9/1/2024  |
|            | Round 2 - Year 12                           | 20  | 3.4%   | 9/1/2024  |
| Week Four  | Strategy Analysis - EPS & ROE               |     |        | 9/2/2024  |
|            | Round 3 - Year 13                           | 20  | 3.4%   | 9/8/2024  |
|            | Integration of Faith Paper                  | 50  | 8.5%   | 9/8/2024  |
| Week Five  | Strategy Analysis - SP, Image, & Credit     |     |        | 9/9/2024  |
|            | 3-year Strategic plan Years 14 - 16         | 50  | 8.5%   | 9/15/2024 |
|            | Round 4 - Year 14                           | 20  | 3.4%   | 9/15/2024 |
|            | Quiz 2 on Company Operations                | 50  | 8.5%   | 9/15/2024 |
| Week Six   | Diversification & Alternative Strategies    |     |        | 9/16/2024 |
|            | Round 5 - Year 15                           | 20  | 3.4%   | 9/22/2024 |
|            | Exam 2 Chaps 5-8                            | 50  | 8.5%   | 9/22/2024 |
| Week Seven | Strategy, Ethics, and Social Responsibility |     |        | 9/23/2024 |
|            | Major Field Exam: Graduation Requirement    | 30  | 5.1%   | 9/29/2024 |
|            | Round 6 - Year 16                           | 20  | 3.4%   | 9/29/2024 |
| Week Eight | Finals Week                                 |     |        | 9/30/2024 |
|            | Round 7 - Year 17                           | 20  | 3.4%   | 10/5/2024 |
|            | College Central Network Resume              | 20  | 3.4%   | 10/5/2024 |
|            | Exam 3 Chaps 9-12                           | 50  | 8.5%   | 10/5/2024 |
| Totals     |   | 640 | 100.0% |           |

## Additional Information

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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 or using Artificial Intelligence (AI) ChatBot or writing tools.”

“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.”