

Wayland 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.

Contact Information

Course: MGMT 5355 VC01 – Strategic Management for the MS Business Programs

Campus: WBUonline

Term/Session: FALL II 2026

Instructor: <<Dr. Randolph Smith, Ph.D.

Office Phone Number/Cell #: 210 685-9739

WBU Email Address: Randolph.Smith@wayland.wbu.edu

Office Hours, Building, and Location: Virtual 24/7. No calls nor text from 10:00 PM Central Standard time (CST). On-line Office hours by Appointment Only

Class Meeting Time and Location: Virtual On-line on Blackboard System 24/7

Catalog Description:

Management decisions for creating or maintaining market position with emphasis on comprehensive organizational analysis, policy development, and critical management issues; strategic planning of resources and workforce in local, regional, and international environments; measurement of results, internal and external resource utilization measured and administrated through an 8-week strategic simulation. Note: The Major Field Examination is administered. Prerequisite(s): Completion of 80% MS program courses.

Prerequisite: Completion of 80% of MS degree courses.

Textbook Information

Required Textbook(s) and/or Required Materials:

BOOK	AUTHOR	ED	YEAR	PUBLISHER	ISBN#
<u>The Business Strategy Game</u>					Includes Game And ebook

*This course is part of the **Pioneer Academic Access Program**. You will have access to an eBook, access code, and interactive learning material on the first day of class through your Blackboard course site. You will be notified via email with access instructions and additional information. If the course requires a*

physical book you can order at bookstore.wbu.edu. You can choose to opt-out, however if you do you will lose access to **EVERY class/material** and have to source through third party vendors.

Optional Materials: American Psychological Association (APA) guide.

Course Outcome Competencies:

- Demonstrate knowledge acquired in completion of courses in Master of Science Program.
- Analyze internal and external environments to determine resources, capabilities, and core-competencies.
- Recognizing the impact of globalization of industries and on-going technological changes that impact a firm's profitability and sustainability.
- Apply productive strategic management ideas and issues using major sources of business information through the evaluation and implementation of strategic choices that affect a firm's performance.
- Evaluate and explain the implications of world events, government, and culturally related issues that exploit business competencies and gain competitive advantage.

Attendance Requirements

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

Academic Integrity:

[Link to Statement on Academic Integrity](#)

Artificial Intelligence:

A. Generative AI tools permitted in specific context and with proper citations.

- i. Students are allowed to use, reference, or incorporate generative AI tools into specific assignments for this course. When used, students must properly cite the generative AI tool in their submitted work.
- ii. While there is no true substitute for direct help and instruction for your instructor, students may be allowed to use generative AI tools to provide further explanations of course content, readings, and other assignments. Any use of generative AI tools to help further explain or translate content must be properly referenced and cited.
- iii. Specific parameters for generative AI usage are provided by the instructor.
- iv. Any use of generative AI tools outside of the approved instructor parameters will be considered a form of plagiarism and academic dishonesty.

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

Requirements:

Graded Items (Total 100%)

- Discussion Boards, 50%
- Other Assignments 50%

Grading Scale:

100-90	A	W Withdrawal
89-80	B	WP Withdrawal Passing
79-70	C	WF Withdrawal Failing
69-60	D	I Incomplete
Below 60	F	

Late Policy:

Unless there are special circumstances as noted below, all work (including Discussion Board assignments and any other graded assignment) must be submitted by the due date. Special circumstances (e.g. death in the family, personal health issues) will be reviewed by the instructor on a case-by-case basis. ***To be considered for an exemption to the policy, students must contact the professor in advance of the due date.***

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

Date & Session		Assignments
Week 1	E-text and game guidelines	<ul style="list-style-type: none"> • Required First Assignment (By Wednesday) • Discussion Board
Week 2	E-text and game guidelines	<ul style="list-style-type: none"> • Discussion Board • Assignment
Week 3	E-text and game	<ul style="list-style-type: none"> • Discussion Board • Assignment
Week 4	E-text and game	<ul style="list-style-type: none"> • Discussion Board • Assignment
Week 5	E-text and game	<ul style="list-style-type: none"> • Discussion Board • Assignment
Week 6	E-text and game	<ul style="list-style-type: none"> • Discussion Board • Assignment
Week 7	E-text and game	<ul style="list-style-type: none"> • Discussion Board • Assignment
Week 8	E-text and game	<ul style="list-style-type: none"> • Final Discussion and Assignment

Additional Information

Syllabus can change and be updated. Students will be notified
April 21 2026