

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: BUAD 4330 VC01 – Strategic Management/Business Policy

Campus: WBU Online

Term/Session: Spring 1, 2023

Instructor: Lloyd L. Cannedy, Ph.D.

Office Phone Number/940-855-4322

WBU Email Address: lloyd.cannedy@wbu.edu or cannedy@hughes.net

Office Hours, Building, and Location: Call Field Center, By Appointment

Class Meeting Time and Location: Weekly, Monday – Sunday, Internet Blackboard Ultra@

<https://wbu.blackboard.com/>

Textbook Information

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

*The textbook for this course is part of the **Wayland's Automatic eBook** program. You will have access to an eBook and interactive learning material on the first day of class through your Blackboard course site. The cost of this Automatic eBook will be billed directly to your student account when you register for the course. You will be notified via email with access instructions and additional information. If you do not wish to participate in the Automatic eBook program, you will have the first 12 days of class to opt-out of the program (additional details will be outlined in your email instructions). For more information on the Automatic eBook program, visit the Wayland Bookstore [Automatic eBook FAQ](#) page.*

During this term, the student will participate in a simulation called the Business Strategy Game online and learn how to operate a tennis shoe company.

Optional Materials:

Course Information

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.

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

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

Statement on Plagiarism and 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.

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 Director of Counseling, Career and Disability Services serves as the coordinator of students with disability and should be contacted concerning accommodation request at (806) 291-3765. Documentation of a disability must accompany any request for accommodations.

Accessibility issues with content in WBUonline courses or in Blackboard should be addressed to the WBU accessibility coordinator, Rick Hammer, hammerr@wbu.edu or call 1-866-547-9192 for 24/7 Blackboard Support.

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.

Course Requirements and Grading Criteria

The Business Strategy Game is a business simulation experience this semester. Each student will make decisions about the production and marketing of their product and the decisions will compete with the decisions of the other students in the class. The professor is not allowed to help the students make their decisions. The final grade is based on his/her work and placement in the competition of the game. This is worth 50 points toward the final grade. There will be two quizzes over the simulation and each is worth 25 points or a total of 50 points. The Comprehensive Exam covers the text and what the student has learned about business decision making through the game. It is created by the authors of the game and delivered through the game. There is a grade worth 25 points over the required three-year plan that is assigned each student. A PowerPoint about the simulation is available to the student in the corporate lobby one the student is registered for the game. Decisions dates and dates for the simulation quizzes and three-year plan will be available also in the corporate lobby once the student is registered.

The Major Field Exam: The student at some point will be given the opportunity to take the Major Field Exam which at some point will appear on the student's Blackboard Page under "courses". There is no prep work for this exam, and upon completion, the student will send a certificate to the Professor to show completion of the text. Completing this exam is worth 25 points and is mandatory for graduation.

Simulation	50
3-year Plan	25
Quizzes on the simulation, each 25 points	50

Comprehensive Exam via the Simulation	50
Two Peer Reviews, 25 points each	50
Chapter Quizzes	15
Major Field Examination	25
Total	265

The University has a standard grade scale:

A = 90-100, B = 80-89, C = 70-79, D = 60-69, F= below 60, W = Withdrawal, WP = withdrew passing, WF = withdrew failing, I = incomplete. An incomplete may be given within the last two weeks of a long term, within the last week of an 8-week session, or within the last two days of a microterm to a student who is passing, but has not completed a term paper, examination, or other required work for reasons beyond the student’s control. A grade of “incomplete” is changed if the work required is completed prior to the last day of the next long 16-week term or 8-week session, unless the instructor designates an earlier date for completion. If the work is not completed by the appropriate date, the I is converted to an F.

Tentative Schedule

Class	Date	Assignment	Readings
1	Jan 16 th – 22 nd	Using the code provided by the Instructor, set up your Account for the BSG online. View the PowerPoint slides Over the Simulation. Read the required chapters and view Their PowerPoint slides and then complete the end of chapter Quizzes over Chapters 1,2. (These are available on the website.)	1,2
2	Jan 23 rd – 29 th	Practice Round 1 of the BSG is due by Jan 29 th , 11:59 p.m. CST. Read the required chapters and view the PowerPoint slides . Complete the end of chapter quizzes over chapter 3, 4.	3, 4
3	Jan 30 th – Feb 5 th	Practice Round 2 of the BSG is due by Feb 5 th , 11:59 p.m. CST. Read the required chapters and view the PowerPoint slides. Complete the end of chapter quizzes over Chapters 5 and 6. Quiz 1 for the BSG opens February 5 th at midnight.	5,6
4	Feb 6 th – 12 th	Business Strategy Game Round 1 Decision due by Feb 12 th , midnight CST. Mid-game Peer Evaluations open Feb 13 th at 1:00 a.m. CST. Quiz 1 closes on Feb 12 th at midnight. The 3 year plan is due by Feb 19 th . Read the required chapters, view the PowerPoint slides and complete the end of Chapter Quizzes. Be watching for the Major Field Exam to be now listed under My Courses in Blackboard. This must be completed before close of term.	7, 8

- 5 Feb 13th – 19th BSG Round 2 Decision due by Feb 19th . Midgame Peer Evaluations 9, 10 close Feb 19th . Read the required chapters, view the PowerPoints slides and complete the end of chapter quizzes.
- 6 Feb 20th – 26th BSG Round 3 decision due by Feb 26th . Quiz 2 opens Feb 26th . Read 11 the required chapter, view the PowerPoint slides, and complete the end of Chapter Quiz.
- 7 Feb 27th – Mar 5th BSG round 4 Decision due March 5th . Quiz Two closes March 5th . The 12 Comprehensive Exam opens on Feb 27th and must be completed by March 10th midnight. Read the required chapter, view the PowerPoint Slides and complete the end of Chapter Quiz.
- 8 Mar 6th – 11th BSG round 5 Decision due by close of term March 11th midnight CDT. Complete the BSG Comprehensive Exam by March 11th . Complete the Major Field Exam by March 11th . Complete the End of Game Peer Review by March 11th . Complete the Major Field Exam By March 11th .
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