

Note:

Course content may be changed, term to term, without notice. The information below is provided as a guide for course selection and is not binding in any form, and should not be used to purchase course materials.

COURSE SYLLABUS

BUSI 400

STRATEGIC PLANNING/BUSINESS POLICY

COURSE DESCRIPTION

This capstone course for all business majors seeks to integrate the concepts, techniques, and knowledge of all areas of business administration. Its focus is strategic management which is studied in theory and then rigorously applied in static cases and then a capstone dynamic computer simulation case. This course is designed for final semester seniors.

RATIONALE

This course directly supports all ten aims of Liberty University's Statement of Purpose. There is a need for a "capstone experience" in the Business Program that requires multi-disciplinary knowledge and skills including overall strategy, marketing, operations, human resource development, finance, accounting, economics, behavioral and ethical elements.

I. PREREQUISITES

Senior standing and completion of all sophomore and junior required business courses.

II. REQUIRED RESOURCE PURCHASES

Click on the following link to view the required resources for the term in which you are registered: <http://bookstore.mbsdirect.net/liberty.htm>

III. ADDITIONAL MATERIALS FOR LEARNING

- A. Internet access (broadband recommended)
- B. Microsoft Word and/or Microsoft Excel
(Microsoft Office is available at a special discount to LU students.)

IV. MEASURABLE LEARNING OUTCOMES

- A. Discuss the nature of strategy formulation, implementation, and evaluation activities necessary to create and maintain a sustainable competitive advantage.
- B. Describe the nature and role of vision and mission statements in strategic management.
- C. Conduct an external strategic management audit.
- D. Perform and internal strategic management audit.
- E. Identify sixteen types of business strategies.

- F. Develop the following strategy analysis matrices: Strengths-Weaknesses-Opportunities-Threats (SWOT), Strategic Position and Action Evaluation (SPACE), Boston Consulting Group (BCG), and Quantitative Strategic Planning (QSPM).
- G. Describe how to modify an organizational culture to support new strategies, including recognition of the value of working in teams, the importance of ethical principles, company values, and socially responsible management practices.
- H. Discuss procedures for determining the worth of a business.
- I. Explain how Management Information Systems (MIS) can determine the success of strategy-implementation efforts.
- J. Prepare a strategy evaluation report.
- K. Prepare a multi-year strategic plan.

V. COURSE REQUIREMENTS AND ASSIGNMENTS

- A. Textbook readings
- B. Assurance of Learning Exercises (Individual and Group)

The text provides a Cohesion Case which flows throughout the reading assignments. The cases include a series of experiential exercises which may be assigned to individuals or groups for completion. The exercises apply text material to a real organizational situation.
- C. Case Analyses (Individual and Group)

The text provides a series of case studies for analysis and recommendations. The cases will be assigned for individual and group written reports. The cases will be about real-life business problems. Case study and analysis is a very effective method for simulating actual management activity for students as they practice diagnosing strategic issues, evaluating alternative solutions, and recommending workable action plans.

VI. COURSE GRADING AND POLICIES

A. Peer Evaluations

There will be five groups of three to six members that will share some assignments (i.e. group assignments). After each group exercise, each student will be asked to evaluate the contributions of each of their group members. The resulting score will be used to provide a final peer grade for all group assignments. All group grades will be awarded provisionally. The final group grades for each individual will be determined by factoring the project grades by the final Peer Evaluation Average. For example, if a group project receives a grade of 100 and the student's Peer Evaluation Average is 80, the final grade for that student's assignment would be $100 \times .80$, or 80. (Note: the Peer Evaluation Average is calculated by taking all of the peer scores for an individual student, and averaging them.)

The final peer averages cannot be determined until after all peer evaluations are completed. Failure to submit a peer evaluation will result in a reduction of the student's peer grade.

B. Points

Individual Assurance of Learning Exercise (2 at 125 pts ea)	250
Group Assurance of Learning Exercise (4 at 62.5 pts ea)	250
Individual Case Analyses (2 at 125 pts ea)	250
Group Case Analyses (2 at 125 pts ea)	250
Total	1000

C. Scale

A = 900–1000 B = 800–899 C = 700–799 D = 600–699 F = 0–599

D. Writing Style

Although the assignments in this course do not require formal APA, all citations and referencing must be adhered to, as outlined in the APA Manual. The student should utilize as many resources as possible to substantiate their position as opinions may easily be refuted.

E. Disability Assistance

Students with a documented disability may contact LU Online's Office of Disability Academic Support (ODAS) at LUOODAS@liberty.edu to make arrangements for academic accommodations.

COURSE SCHEDULE

BUSI 400

Textbook: David, *Strategic Management: Concepts and Cases* (2011).

WEEK/ MODULE	READING & STUDY	ASSIGNMENTS	POINTS
1	David: chs.1 & 10 Overview Lecture Notes	Course Requirements Checklist Individual Assurance of Learning Ex. 1	0 125
2	David: ch. 2 Overview Lecture Notes	Group Assurance of Learning Ex. 1 Peer Evaluation Score 1	62.5 *
3	David: ch. 3 Overview Lecture Notes	Group Assurance of Learning Ex. 2 Peer Evaluation Score 2	62.5 *
4	David: ch. 4 Overview Lecture Notes	Individual Case Analysis 1	125
5	David: ch. 5 Overview Lecture Notes	Individual Assurance of Learning Ex. 2 Group Assurance of Learning Ex. 3 Peer Evaluation Score 3	125 62.5 *
6	David: ch. 6 Overview Lecture Notes	Group Case Analysis 1 Peer Evaluation Score 4	125 *
7	David: ch. 7 Overview Lecture Notes	Individual Case Analysis 2 Group Assurance of Learning Ex. 4 Peer Evaluation Score 5	125 62.5 *
8	David: chs. 8 – 9 & 11 Overview Lecture Notes	Group Case Analysis 2 Peer Evaluation Score 6	125 *
TOTAL			1000

Ex. = Exercise

* Peer Evaluation Scores will be calculated with each group project to determine your final grades for group work. (See the syllabus).

NOTE: Each course week (except week 1) begins on Tuesday morning at 12:00 a.m. (ET) and ends on Monday night at 11:59 p.m. (ET). The final week ends at 11:59 p.m. (ET) on Friday.