BUSI 4940 Business Policy Summer 2019 5wk1 Course Syllabus



Section 001: Meets Monday-Wednesday 6:00-9:50PM in BLB 055 June 3-July 5.

Instructor

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(All email communication thru CANVAS) Office hours: Tuesday 11AM-5PM

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(All email communication thru CANVAS) Office hours: Email on-going, meeting by Appt.

COURSE DESCRIPTION AND OVERALL GOAL:

Business Policy (BUSI 4940) is a capstone course that focuses on strategic management - integrating the functional areas of business administration into a realistic approach to solving strategic business problems at the corporate level.

Prerequisites: Completion of all other business foundation courses with a grade of C or better and senior standing. It is to be taken during the last term/semester of course work.

REQUIRED MATERIALS FOR COURSE

Wall Street Journal subscription MANDATORY (online or paper) No textbook is required:

WSJ offers a student rate of \$4 per month "Student Digital Pack". Register at https://buy.wsj.com/wsjstudentfall18/?inttrackingCode=aaqsk6hi&icid=WSJ_ON_ALL_ACQ_NA This rate may or may not be available. The subscription is required even if the student price is unavailable. Willis Library should have hard copies available for you if you cannot afford the subscription.

CANVAS:

This course will make extensive use of the web through CANVAS. It is your responsibility to keep up with material, instructions, announcements, e-mails, and grade postings that will be made available to you throughout the semester on CANVAS. As a rule, all assignments are to be submitted through CANVAS. Students have the option of managing CANVAS notifications (push or pull).

The Announcements section (in CANVAS) provides official bulletins and announcements by the instructor.

Since the Announcements section is an "official site" within CANVAS and part of the course, you are responsible for knowing the information there. In addition, each assignment and exam will include a discussion board that will serve as a Q&A center for all sections. I will post answers to relevant student questions for access by all students.

All Email communication for the class will be managed through CANVAS. If you would prefer to get communications from this course sent to a different email address than your UNT account, you must change your email address in the CANVAS system. You are responsible for all communications sent through CANVAS.

ATTENDANCE:

The class is a condensed version of a fifteen-week course. Class attendance is required and will be taken each day. You should not be taking this course during the summer if you are not able to fully commit for the five-week period. Students are encouraged to inform the instructor of planned absences in advance and unplanned absences immediately following. Excused absences must be supported with evidence and include hospitalization, contagious disease, religious holiday, death in the family. Any student missing three class sessions will have (2) 50 points deducted from their final grade and the student may be encouraged to drop the course.

METHOD OF INSTRUCTION:

During this five-week summer session, the course will be offered in a flipped approach. Classes in the course and through CANVAS will be conducted using pre-recorded lectures, discussions, exercises, newspaper articles (WSJ), subject specific videos and assignments. You will be responsible for watching the class lectures and required videos for the week outside of class as well as reading the WSJ daily. Class time will be devoted to discussions of current strategy events (WSJ), individual and team assignment discussion and time to work on assignments - often with instructor availability. Classroom discussions will be used to elaborate on and extend the content of the readings, videos and pre-recorded lectures, developing conceptual ideas and applying them to business situations. The syllabus provides details of class activity focus during the five week summer session.

Among other learning outputs, including a business foundation assessment, an individual essay, and exams, the course utilizes a series of research template assignments (individual and team) which have been found to facilitate the learning process and understanding of the steps of the strategic management process employed during the course.

Teams of 5-7 students will be formed early in the semester. Each team will complete a series of assignments including an integrative business case and a formal business presentation.

COURSE OBJECTIVES:

This course is designed to help you achieve four major objectives:

- 1. Integrate knowledge and skills acquired in the business foundation courses across disciplines
- 2. Work collaboratively with a multidisciplinary team

- 3. Apply a holistic and integrated approach to analyze real world business situations and offer recommendations for strategic adjustments
- 4. Develop and refine critical thinking, business writing, and presentation skills

UNDERGRADUATE BUSINESS FOUNDATION ASSESSMENT

Each student will complete an assessment on material covered in all Business Foundation Courses previously taken during their undergraduate curriculum. The assessment is administered through CANVAS and is required by the college to pass the course and for graduation. Any student that fails to take the assessment, on-time, will have (2) (25) points deducted from their point total.

COURSE STRUCTURE

The course is structured into five topic areas. Each topic area is set up as a module in CANVAS. Content will be presented in lectures and supported by videos. Key topics are also accompanied by an assignment. An exam will be given after Topics 1-3 and after Topics 3-4. A comprehensive final exam will cover all course material. Any students passing both Exam 1 and Exam 2 will be exempt from the final exam and course point total adjusted accordingly.

Part 1: Course Content

The first half of the semester (~2.5 weeks) will be focused on learning the concepts and content and will utilize a teaching case (industry and company). Course content as previously explained will include prerecorded lectures, subject specific videos, and WSJ articles provided in Modules in the CANVAS Course Shell. Exam material will come from any of the material required or discussed.

<u>Topic 1: Course Introduction. What is Strategy?</u> – In addition to reviewing the syllabus and course objectives, the first topic will include a definition of the strategic management process and understanding of what is strategy. This material will be included in Exam 1.

<u>Topic 2: External Analysis</u> – Industry Research and Assessment – Is the industry attractive? Why or Why not? Where is the industry in its life cycle? How is the industry segmented? What are the key survival factors for the industry and what are the industry's drivers of change?

<u>Topic 3: Internal Analysis</u> – Company within the industry research and assessment – How is the company positioned within the industry? Does the company have a competitive advantage vs. key competitors? Is the company healthy based upon financial performance, employee and customer satisfaction? What is the existing mission, vision and strategy? What are the company's strengths and weaknesses?

<u>Topic 4: Strategic Hierarchy</u> – Based on the assessments above, what are the three greatest problems and or opportunities facing the company? What strategies might the company employ to address or take advantage of the problem/opportunity? What specific tactical proposals (i.e. innovations, alliances, mergers, or acquisitions) could the company implement to capitalize on the problem/opportunity? How will the proposal generate revenue? What is the project revenue from the proposal and how will the revenue be generated over a five-year time horizon?

<u>Topic 5: Implementation Plan and Financial Feasibility</u> - How would the company implement the strategy to provide significant revenue and profits (financial feasibility) and to gain competitive advantage? What three functional areas within the company will be most critical to successful implementation? What tasks will be required of each functional area to implement the proposal? How much will each task costs and how long will each take to implement? Given an integrated plan (across the three functional areas), including the forecasted revenue impact, what is the financial feasibility of the plan (NPV analysis using WACC)?

Part 2: Live Integrated Case Challenge

The second half of the semester (~2.5 weeks) will involve a live case that will be provided to the students and will be focused on applying the concepts to a live case. Class time will be allocated to complete research required for the assignments associated with the live case which will include a research template and a formal presentation. All students are expected to attend class and team meetings held during class times. Team charters will provide team guidelines and consequences regarding individual team member attendance and contribution to team work and projects.

A live case is presented to the students. Members of the live case company may visit class to talk about the company and the case challenge. Each team first prepares an extensive research template for the live case which is graded. Each team then prepares a mini pitch (five minutes) presentation using the strategic hierarchy structure which is graded. Each team is required to meet with the instructor at least once during the live case portion of the semester. It is the responsibility of the team to schedule the meeting with the instructor. Each team prepares a formal presentation of their proposal which is judged and graded by outside judges. Winning proposals include an understanding of the industry, the company's current position in the industry, and a creative proposal that will generate scalable revenue, competitive advantage, detailed implementation steps and costs and overall financial feasibility.

PERFORMANCE EVALUATION AND GRADING:

Your grade in this course will be determined by your performance on individual assignments, team assignments, examinations and your participation in team-specific activities. The point distribution will be as follows:

- 1. Individual Assignment 1 and Exams (600 points)
 - a. Individual Assignment Internal Analysis Template and Essay: 150 points (Topic 2 Template 100 points, Essay 50 points)
 - b. Exams: 450 points (3 exams 150 points each)

Exam 1 will cover Topics 1, 2 and 3

Exam 2 will cover Topics 4 and 5

Exam 3 is comprehensive and is <u>optional</u> for any student that passes both Exam 1 and Exam 2. Grades for students eligible to opt out of the final will be calculated out of 850 points vs. 1000 points.

- 2. Team Assignments (400 points)
 - a. Team Charter: 🙁 -25 points if not turned in on-time
 - b. Team Project 1: Internal Analysis Research Template (Topic 2): 50 points
 - c. Team Project 2: Strategic Hierarchy Template (Topic 3): 50 points

- d. Team Project 3: Live Case Project Research Template: 150 points
- e. Team Project 4: Live Case Presentation: 150 points
- 3. Extra Credit Points (TBD varies by semester). The instructor may from time to time provide additional opportunities for extra points that comply with University policy. See CANVAS for details on this semester's extra credit opportunities. Extra credit points are added to the numerator (the student's points) but not added to the denominator (the total course points).
- 4. Point Penalties (~100 points):
 - a. Students that fail to complete the Business Foundation Assessment on-time will receive a ② 25-point deduction from their point total. The Assessment is a requirement to pass the course and to graduate.
 - b. Any student absent three times from classes will receive a 🕃 50-point deduction from their point total and may be encouraged to drop the course.
 - c. Any team failing to turn in a team charter on-time will receive a ② 25-point deduction for each team member.
 - d. Any student failing to turn in a peer evaluation on any team assignment will receive a 10 point deduction to the grade for that assignment and lose their ability to arbitrate their grade. This reduction will be added to any penalty provided by team members for insufficient project contribution.

Total: 1000 points (or 850 for students that are eligible to opt out of the final exam because they passed each of Exam 1 and Exam 2).

Letter Grade Equivalent*

A (89.6% to 100% of points)

B (79.6% to 89.5% of points)

C (69.6% to 79.5% of points)

F (69.5% or below of points)

INDIVIDUAL ASSIGNMENT AND EXAMS (600 POINTS)

Individual Assignments: Each student will complete an individual assignment demonstrating understanding of Topic 2 (External Analysis) and using tools and concepts covered in the course and outside research. The industry of focus will be assigned to all students in the class and is not optional. The assignment will include two parts. Each student will prepare a research template for Topic 2 and an essay summarizing findings and answering the question – Is the Industry Attractive? The first assignment is worth 150 points (template 100/essay 50). The essay is an individual writing sample that will be accessed by the Dean's office as part of the AACSB accreditation process for the business school. *Any student not turning in the assignment on time will receive a zero on the assignment.* It is very difficult to pass the course if you start with a zero on this important individual assignment. See more details on submissions below.

Exams: There will be three multiple-choice exams designed to assess your understanding of key concepts and material covered in the course. Each exam is worth **150 points (450 total points)**. Exams will be given

^{*}No exceptions will be made to the letter grade equivalents above.

in class and will require each student to have a lap top with internet access. Students may create one 8.5x11 front and back memory enhancement tool for each Exam 1 and 2 and students may use both tools for Exam 3. Exam 1 will cover Topics 1 -3. Exam 2 will cover Topics 4 and 5. Exam 3 will cover all topics. Exam 3 is comprehensive and is **optional** for any student that passes both Exam 1 and Exam 2. Grades for students eligible to opt out of the final will be calculated out of 850 points vs. 1000 points.

TEAM PROJECTS (400 POINTS)

Teams will apply concepts and tools covered during the course both to two projects during the teaching phase of the course and then to a "live" case. Each team is required to submit a team charter. Failure to submit the team charter on-time will result in a deduction of ② 25 points from each team member. Team Assignments are detailed with associated points below. Teams will have at least one scheduled meeting with the instructional team during the live case portion of the term to review progress and to gain input from the instructional team. Teams will be responsible for scheduling instructor meetings during office hours.

Team Project 1 Internal Analysis Research Template (Topic 3): Each team will submit a Research Template. Instructions and the case company of study will be provided via CANVAS. As noted above under Topic 3, this assignment requires the team to build on the external analysis completed by individual team members (Topic 2) and now focus on a specified company within the industry studied, the internal analysis, to answer questions like: How is the company positioned within the industry? Does the company have a competitive advantage vs. key competitors? Is the company healthy based upon financial performance, employee and customer satisfaction? What is the existing mission, vision and strategy? What are the company's strengths and weaknesses?

This is worth **50 points**. The team lead will submit the assignment for the team through CANVAS and using Turnitin. Each team member will submit a peer evaluation.

Team Project 2 Strategic Hierarchy Research Template (Topic 4): Each team will submit a research Template for Topic 4 – the Strategy Hierarchy. Guidelines and instructions will be provided via CANVAS. The teams will build on the work from Team Project 1 to answer questions like: what are the three greatest problems and or opportunities facing the company? What strategies might the company employ to address or take advantage of the problem/opportunity? What specific tactical proposals (i.e. innovations, alliances, mergers, or acquisitions) could the company implement to capitalize on the problem/opportunity? How will the proposal generate revenue? What is the project revenue from the proposal and how will the revenue be generated over a five-year time horizon? This is worth 50 points. The team lead will submit the assignment for the team through CANVAS and using Turnitin. Each team member will submit a peer evaluation.

Team Project 3: Live Case Project Research Template: Each team will submit a research template for the live case company and industry. This template involves the teams to prepare details similar to templates created in previous assignments but goes further to include details on implementation planning and overall feasibility assessment. The template will include answers to question like: How would the company implement the strategy to provide significant revenue and profits (financial feasibility) and to gain competitive advantage? What three functional areas within the company will be most critical to successful implementation? What tasks will be required of each functional area to implement the proposal? How much will each task costs and how long will each take to implement? Given an integrated plan (across the three

functional areas), including the forecasted revenue impact, what is the financial feasibility of the plan (NPV analysis using WACC)? These details will be critical to teams preparing winning proposals presentations. Guidelines will be provided via CANVAS. This is worth **150 points**. The team lead will submit the assignment for the team through CANVAS and using Turnitin. Each team member will submit a peer evaluation.

Team Project 4: Live Case Presentation: Detailed instructions for the presentation and the grading rubric will be provided via CANVAS. Team presentations will be limited to 15 minutes, with 10 minutes of Q&A after. All presentations should be targeted towards the senior leadership of the subject company. Grades will be based on two criteria: (1) the content of the presentation and (2) the quality of the presentation. The presentation is worth **150 points**. The team lead will submit the assignment for the team through CANVAS and using Turnitin. Each team member will submit a peer evaluation.

Note that it will be very difficult to achieve a "C" grade in the class if you do not submit all course assignments on-time.

INDIVIDUAL INVOLVEMENT IN TEAM ACTIVITIES

Team Formation: Team assignments in the course makes up a significant portion of your grade. In this course, teams are formed by the instructor to create a mix of majors necessary to integrate and share cross-disciplinary knowledge. Team leaders are asked to volunteer at the beginning of the semester. Teams and leads will be announced by the second week of the course. Teams will be seated together as reflected in a seating chart and members will have individual team name tents. Teams will consist of \sim 5-7 team members.

Team Charter: Each team will prepare a team charter setting out the operating agreements for the team including communication processes, team meeting times and frequency and team assignments. Examples of team charters are posted in CANVAS. See point penalty for failure to submit team charter on time.

Peer Evaluation: Your involvement and interaction in team activities and contribution to assignments will be evaluated by your peers using a Peer Evaluation process and following the team charter. Team member assessment will be based on a) your ability to foster team spirit and display initiative while working on the project: b) your attendance at scheduled meetings (face-to-face or virtual), c) your participation in group discussions, and d) your completion of assigned work and e) the quality of your contribution to project completion (content quality and timeliness). At the time each team assignment is submitted, each team member is responsible for submitting a peer evaluation of all team members, using the form provided in CANVAS and the submission portal in CANVAS for each team assignment. Grades will not be granted or posted until all Peer Evaluations are submitted. Peer evaluations will also be provided by team members to the team lead (through email or google docs).

If your peers award you 100% credit, you will receive the full grade for the assignment awarded to the team. However, if your peers award you a lesser percentage, that percentage is multiplied by the team grade to reflect your own grade portion for that specific team assignment.

Example: Team grade 150 points. You are awarded 100% by your peers. Your grade is 150 points

Team grade 150 points. You are awarded 75% by your peers. Your grade is 112.5 points

NOTE: Any team member (that is present during the Peer Evaluation) may request that the instructor arbitrate team ratings. If arbitration is requested, it will only be conducted when all relevant team members are available to meet, and the decision of the instructor will be final.

Firing a Team Member: Experience provides that across sections during each semester there are a few students who simply are not working with the team. While the team is able to provide feedback, impacting the team member's grade, sometimes the team member is extremely unreliable and creates significant dysfunction for the team. In this rare case, the team may "fire the team member." When this occurs, the team member that has been fired is responsible to complete the remaining course assignments on their own.

Submission Deadlines: Each assignment submission is due on Sunday at 11:59pm. It is your responsibility to submit and validate your submission in CANVAS. If your submission is late for any reason you will receive a zero grade on the submission (individual or team). If there is some issue with the system you may send me your submission via email through CANVAS but <u>it must be sent on or before the deadline.</u> **ABSOLUTELY NO EXCUSES EXCEPT UNIVERSITY SANCTIONED.**

SUNDOWN POLICY: You have one week from the date a grade is posted to inquire about, and to appeal your grade, after which no appeals will be entertained. The purpose is to resolve any issues promptly, during the term. Each assignment builds on the next. It is important to stay on top of each assignment and grade. It is your responsibility to check your grades every week!

POLICY FOR MAKE-UP EXAMS: If you miss an exam because of a university excused absence (e.g., hospitalization, contagious disease, religious holiday, death in the family), and would like to take a make-up exam, you must provide the instructor with evidence of the occurrence. All make-up examinations will be coordinated with the instructor.

TURNITIN: Written assignments (individual and team, including essays, templates and power points) will be submitted through CANVAS and using TURNITIN. This tool is to provide students and teams the opportunity to check their written submissions for originality, to identify issues and to correct issues prior to a final submission on or before the assignment deadline. Because individuals and teams have the ability to correct issues and submit multiple times prior to the final deadline, the penalty for common content is high! The purpose of the tool is to help prevent unintentional cheating or Plagiarism (see below).

ACADEMIC DISHONESTY: Students caught cheating or plagiarizing will receive a "0" for the assignment or exam. Additionally, the incident will be reported to the Dean of Students, who may impose further penalty, including course failure and inability to graduate. According to the UNT catalog, the term "cheating" includes, but is not limited to: a. use of any unauthorized assistance in taking quizzes, tests, or examinations; b. dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments; c. the acquisition, without permission, of tests or other academic material belonging to a faculty or staff member of the university; d. dual submission of a paper or project, or resubmission of a paper or project to a different class without express permission from the instructor(s); or e. any other act designed to give a student an unfair advantage. The term "plagiarism" includes but is not limited to; a. the knowing or negligent use by paraphrase or direct quotation of the published or unpublished work of another person without full and clear acknowledgment;

and b. the knowing or negligent unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials.

UNACCEPTABLE STUDENT BEHAVIOR: Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Dean of Students to consider whether the student's conduct violated the Code of Student Conduct. The university's expectations for student conduct apply to all instructional forums, including university and electronic classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at http://deanofstudents.unt.edu.

ACCESS TO INFORMATION – EAGLE CONNECT: Your access point for business and academic services at UNT occurs within the my.unt.edu site (http://www.my.unt.edu). All official communication from the university will be delivered to your Eagle Connect account. For more information, please visit the website that explains Eagle Connect and how to forward your e-mail: http://eagleconnect.unt.edu/

ADA STATEMENT: The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time, however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. For additional information, see the Office of Disability Accommodation website at http://disability.unt.edu. You may also contact them by phone at (940) 565-4323.

Week	Beginning Monday	Class Details and Schedule
1	6.3	Material Required Prior to Class: Watch 3 Posted Videos and Read WSJ Articles: What is Strategy, Porters Five Forces, Strategic Group Maps. Read WSJ – key articles for discussion to be posted before 9AM Class Activity: Lectures 1 and 2 will be covered in class. Videos and WSJ articles will be discussed. Feel free to view them in advance. Due 6.3 11:59PM: Business Foundation Assessment (administered through CANVAS)
1	6.5	Class Activity: WSJ articles will be posted by 9AM and discussed in class. Class time will be allocated to discuss and work on research template for Topic 2. During class time, a team lead meeting will be held with instructor. Due 6.8 Sunday 11:59PM CANVAS TURNITIN SUBMISSION Individual Assignment Topic 1 Internal Analysis (Template and Essay)
2	6.10	Material Required Prior to Class: Watch Lecture 3. Watch 2 Posted Videos and Read WSJ Articles: Videos – Capabilities, Value Proposition Read WSJ – key articles for discussion to be posted before 9AM Class Activity: WSJ articles discussed. Self-grade Individual Assignments (turned in Sunday night). Teams and seating charts announced. Team Project 1 instructions reviewed. Due 6.10 Sunday 11:59PM: Team Charters submitted through CANVAS by team lead.
2	6.12	Class Activity: WSJ articles will be posted by 9AM and discussed in class. Class time will be allocated to discuss and work on research template for Team Project 1. Due 6.16 Sunday 11:59PM CANVAS TURNITIN SUBMISSION Team Project 1 and Peer Evaluations
3	6.17	Material Required Prior to Class: Watch Lecture 4 Topic 3 Strategic Hierarchy. Watch Posted Videos and Read WSJ Articles: Videos – SWOT Analysis Read WSJ – key articles for discussion to be posted before 9AM Class Activity: Exam 1 (Topics 1 -3), Lectures 1-3 WSJ articles discussed, Key lecture elements discussed, Instructions for Team Project 2 discussed. Class time will be allocated to discuss and work on research template for Team Project 2 – Strategic Hierarchy.
3	6.19	Class Activity: Discuss WSJ articles Review feedback on Team Project 1 submissions. Instructor Sessions scheduled (per Canvas Calendar) to discuss Strategic Hierarchy – Team Project 2 Progress. Due 6.23 Sunday 11:59 PM: Team Project 2 Strategic Hierarchy and Peer Evaluations (Submitted via CANVAS)
4	6.24	Material Required Prior to Class: Watch Lecture 5 Topic Implementation and Feasibility Strategic Hierarchy. Watch Posted Videos and Read WSJ Articles: Videos – Net Present Value Calculations Read WSJ – key articles for discussion to be posted before 9AM Class Activity: Discuss WSJ articles, videos, lecture 5. Launch Live Case and Review Instructions
4	6.26	Class Activity: Exam 2 (Topics 4 & 5, Videos and WSJ Articles for topics) Class time allocated for Case Template research Instructor available.

4	6.28	Q&A event off site at case sponsor 4-6PM at least 2 members from each team need to plan to attend. Due 6.30 Sunday 11:59 PM: Team Project 3 Live Case Research Template (Submitted via CANVAS) and Peer Evaluations
5	7.1	Class Activity: Discuss Presentation Instructions/Guidelines. Each team has time with
		instructor (Canvas Calendar sign up) Class time allocated for teams to work on presentation when not with instructor.
5	7.3	Class Activity: Team Formal Presentations – All students present for entire class. Time slots for presentations per Canvas Calendar signup. Due 7.30 Wednesday 5:59 PM: Live Case Research Presentation (Team Project 4 Submitted via CANVAS) and Peer Evaluations
5	7.5	Final Exam (3)
5	7.6	Final Grades are posted

^{*}While I do not plan to deviate from the above schedule, unforeseen events may require adjustments.