

# BUSI 4940

## Business Policy & Strategy



### Summer 5W2 2020, 5-Week Accelerated Course

Online conversion from face-to-face format due to COVID-19. We will not meet online as a class during this semester other than a weekly, optional class-wide Q&A session on Zoom.

## Course Syllabus

**INSTRUCTOR:** Dr. Kenneth Cory

**PHONE:** N/A

**FAX:** N/A

**E-MAIL:** [kenneth.cory@unt.edu](mailto:kenneth.cory@unt.edu)

**OFFICE:** N/A

**OFFICE HOURS:** By Appt.

I will not be able to access my office due to the Coronavirus. **Please contact me via Canvas**, and we can set up a Zoom call if you would like to speak to me directly. I encourage such calls.

**TA:** Katie Abshire

**E-MAIL:** [katie.abshire@my.unt.edu](mailto:katie.abshire@my.unt.edu)

**TA:** Johnson Varghese

**E-MAIL:** [johnson.varghese@unt.edu](mailto:johnson.varghese@unt.edu)

TA's will not have set office hours due to the Coronavirus. **Please contact them via Canvas**, and they can set up a Zoom call if you need to speak with them.

### COURSE DESCRIPTION:

Business Policy (BUSI 4940) is a capstone course that focuses on Strategic Management supported by a strong emphasis on case studies. The class takes the perspective of the CEO or President of a company, and essentially helps the students understand the types of activities and decisions needed to successfully run a business. The students will learn to examine and understand both the external environment (outside of the company) and the internal environment (cross-functional understanding of the company itself) to determine a course of action that maximizes the chances the company will survive and thrive in a competitive marketplace.

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

### COURSE OBJECTIVES:

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

- 1) Integrate knowledge and skills acquired in the business foundation courses across disciplines
- 2) Work collaboratively with a multidisciplinary team
- 3) Develop skills needed to analyze real world business situations and offer recommendations for solutions that will allow an organization to survive and then hopefully gain a sustainable competitive advantage
- 4) Develop and refine critical thinking, business writing, and presentation skills

**NO TEXTBOOK IS REQUIRED FOR THIS COURSE.**

## CANVAS AND ANNOUNCEMENTS:

**CANVAS.** This course will make extensive use of an online software system called 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 short summer semester in CANVAS. As a general rule, all assignments will be submitted through CANVAS.

**Tutorial for CANVAS and Zoom.** To help those students who are new to CANVAS or who would like to improve their knowledge of the system, here is a link that will help. Not only does it provide a tutorial for CANVAS, but it also provides a tutorial for Zoom which might be helpful both for UNT and for when you graduate and begin working. <https://online.unt.edu/learn>

**ANNOUNCEMENTS.** The Announcements section on Canvas provides official bulletins and communications from 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. As always, the instructor accepts and replies to regular e-mail ([kenneth.cory@unt.edu](mailto:kenneth.cory@unt.edu)) on any course-related matter. **I typically respond to all emails within 24 hours.**

***Emails to the class will be sent through Canvas. The default email address in the system is your UNT account. If necessary, please change your email address to ensure that you receive all class communications.***

## METHOD OF INSTRUCTION:

Although this class is typically taught face-to-face, due to the COVID-19 pandemic this course will be taught completely online. The current approach is supported by UNT's CANVAS software system, and it will be conducted using Narrated Lecture Presentations, CANVAS-Based Discussion Forums for Class-Wide Q&A, Individually Scheduled Zoom Meetings in lieu of Office Hours, Optional Class-Wide Zoom Meetings for Q&A, Three Individual Examinations, an Individual Project Assignment, and various Team Project Assignments. Teams will be formed within the first few days of class.

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## REQUIRED: CUMULATIVE UNDERGRADUATE BUSINESS KNOWLEDGE ASSESSMENT

The College of Business would like to test how much you have learned and retained from your business classes at UNT. As a result, they have asked that the instructors of BUSI 4940 administer an assessment (test) that covers most of the disciplines you were required to complete prior to this capstone course.

- The assessment is administered completely through CANVAS
- ***The assessment is required by the college to pass the course and for graduation.*** Let me repeat that. You must take the assessment to pass this course and graduate
- Your grade on the assessment does not affect your grade in BUSI 4940, unless you don't take the assessment
- ***Any student who fails to take the assessment on-time will have 25 points deducted from their total class score for BUSI 4940***
- To help you prepare for the assessment, an outline of relevant content and example questions are provided in Canvas. The assessment includes 50 questions and will take approximately 75 minutes to complete. You are welcome to use any materials and a calculator, but the assessment is an individual assignment
- ***Any student who scores below a 35% may be asked to retake the assessment, so please give it your full attention and do your best***

### PERFORMANCE EVALUATION AND GRADING

Your grade in this course will be determined by your performance on one individual project, three exams, and four team assignments. The point distribution is as follows:

#### INDIVIDUAL ASSIGNMENTS: CUMULATIVELY WORTH 550 POINTS

1) Mission and Vision Research Project	50	Points
2) Exam 1 – What is Strategy?	100	Points
3) Exam 2 – Internal and External Analysis	200	Points
4) <u>Exam 3 – Formulation and Implementation</u>	200	Points
Total	550	Points

#### TEAM ASSIGNMENTS: CUMULATIVELY WORTH 450 POINTS

5) External Analysis Template	100	Points
6) Internal Analysis Template	100	Points
7) Strategy, Launch, and Budget Template	150	Points
8) <u>PowerPoint Presentation</u>	100	Points
Total	450	Points

Total Class Points	1,000	Points
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**LETTER GRADE EQUIVALENT:** These scores already include an adjustment for ‘rounding’

A = (896 to 1000 points) [89.6% - 100%]

B = (796 to 895 points) [79.6% - 89.5%]

C = (696 to 795 points) [69.6% - 79.5%]

F = (695 points or below) [69.5% or below]     ***You must get a C or higher to pass this course and graduate***

**POSSIBLE POINT SUBTRACTIONS:** There are two assignments that are required which will result in a loss of points if you do not submit them by the deadline. Please make sure you turn these in on time.

- Late Undergraduate Cumulative Business Assessment -25 Points
- Late Team Charter -25 Points

**POSSIBLE EXTRA CREDIT POINTS:** The instructor may from time to time provide opportunities for extra points that comply with University policy. The instructor will announce if and when these opportunities arise.

## DESCRIPTION OF INDIVIDUAL PROJECT AND EXAMS

### INDIVIDUAL ASSIGNMENT: MISSION AND VISION RESEARCH PROJECT (50 Points)

Each student will read and review the definitions and discussion of what an organizational Mission and Vision should be from the first lecture presentation entitled, “What is Strategic Management” This lecture is found in Module One of CANVAS.

Each student will then go to the internet and find information to answer the following questions.

#### Mission Statements

- Provide Five (5) examples of a good Mission Statement and write one or two sentences explaining why each one is a good example of a Mission Statement
- Provide Five (5) examples of a poor Mission Statement and write one or two sentences explaining why each one is a good example of a Mission Statement
- Which of the Mission Statements is your favorite and why? (75 words or fewer)
- List the citations of the sources of your Mission Statements

#### Vision Statements

- Provide Five (5) examples of a good Vision Statement and write one or two sentences explaining why each one is a good example of a Vision Statement
- Provide Five (5) examples of a poor Vision Statement and write one or two sentences explaining why each one is a good example of a Vision Statement
- Which of the Vision Statements is your favorite and why? (75 words or fewer)
- List the citations of the sources of your Vision Statements

### EXAMINATIONS:

There will be **three exams** this semester, basically one a week for each of the first three weeks. Each exam will have a different amount of time to complete it, so please read the descriptions below carefully. **We will remind you of the number of questions and the amount of time per exam on each exam.**

The exams will be administered on CANVAS, and once the exam is started the student will have a specified period of time to complete all the questions. Please be sure to prepare an environment for yourself that is conducive to taking the exam (i.e., quiet, free from distraction, reliable and consistent internet connection).

If you experience problems with your browser or with Canvas during your exam please call or email the student help desk. That number is 940-565-2324 and the email is helpdesk@unt.edu. Technical difficulties will be resolved as they appear. The University computer techs can determine exactly what has taken place and will advise the instructor of the outcome (your ISP, our ISP, Canvas Learning System, student unplugged the phone line, etc.). The instructor will make a determination to allow you to continue or not based on that advice, University policy, applicable law, and past practice.

### **EXAM 1 – WHAT IS STRATEGY (100 Points)**

This first exam covers only one lecture presentation, so it is worth fewer points than the other test exams. However, it is vital to achieving the goals of this class that you understand the basic definitions, history, and concepts regarding the field of strategic management

- **20** Multiple Choice and/or True/False Questions (5 points per question) 100 points total
- Because it has fewer questions, you will have only **35 minutes** to complete this exam

### **EXAM 2 – INTERNAL AND EXTERNAL ANALYSIS (200 Points)**

The second exam covers all the lecture presentations related to the internal and external analyses performed at the beginning of a strategic planning process.

- **40** Multiple Choice and/or True/False Questions (5 points per question) 200 points total
- You will have **50 minutes** to complete this exam

### **EXAM 3 – FORMULATION AND IMPLEMENTATION (200 Points)**

The third exam covers all the lecture presentations related to the formulation, implementation, and assessment of strategy performed at the end of a strategic planning process.

- **40** Multiple Choice and/or True/False Questions (5 points per question) 200 points total
- This exam will include one or more questions related to financial statements, measures of financial performance, and/or the time value of money. However, the answers will still be in multiple choice or true/false formats
- Because there may be some calculations involved, you will have **55 minutes** to complete this exam

### **DESCRIPTION OF TEAM PROJECTS**

Students will be assigned to teams at the beginning of the semester, and each team will research and complete a set of templates related to the steps in the strategic management process. There will be three team research projects and one team PowerPoint presentation.

Note that the final presentation will be a “narrated” power point. Teams are highly encouraged to use PowerPoint rather than google docs as it makes the presentation recording/narration much easier to create and to grade.

**TEAM CHARTER:** Each team is required to submit a team charter. Failure to submit the team charter on-time will result in a deduction of 25 points from each team member. Details are provided in the assignment instructions in CANVAS.

**TEAM PROJECT 1: EXTERNAL ANALYSIS PROJECT TEMPLATE. (100 Points)** This assignment requires each team to gather research materials and use a variety of tools to analyze both the “general” external environment as well as the specific “industry” associated with the case company. Once research materials are gathered and assessed, the team will be asked to give a definitive opinion on whether the industry is attractive for the case company’s strategy or not, and why. Rubrics and specific research questions are provided in the lecture materials, the external analysis template, and the instructions on CANVAS.

This project is worth **100 points**.

**TEAM PROJECT 2: INTERNAL ANALYSIS PROJECT TEMPLATE. (100 Points)** This assignment requires each team to gather research materials and use a variety of tools to analyze the internal environment (in other words, analyze aspects of their case company) that can help secure survival, remove competitive disadvantages, identify and exploit competencies to achieve a competitive advantage, and/or promote the use of or development of competencies that might create a sustainable competitive advantage. Rubrics and specific research questions are provided in the lecture materials, the internal analysis template, and the instructions on CANVAS.

This project is worth **100 points**.

**TEAM PROJECT 3: STRATEGY, LAUNCH, AND BUDGET TEMPLATE. (150 Points)** Once the external and internal analyses are completed, it is extremely important to learn how to formulate strategic options and select the preferred strategic path for the company. Once the preferred strategy is selected, an executive must plan how the strategy will be implemented including the preparation of a financial budget. Team Project 3 will require that each team complete a template of questions and summary sections, plus prepare a financial forecast related to the launch of their preferred strategy. Rubrics and specific research questions are provided in the lecture materials, the strategy and launch template, and the instructions on CANVAS.

Because this team project addresses more topics than the previous team projects, and because the team will need to develop a financial forecast, this project will receive a greater number of points than the previous two team projects.

This project is worth **150 points**.

**TEAM PROJECT 4: POWERPOINT PRESENTATION. (100 Points)** Detailed instructions for the presentation and the grading rubric are provided in CANVAS. Teams will be required to prepare a narrated PowerPoint presentation for their submission. Team presentations will be limited to 15 minutes. Presentations should be developed as if the team were speaking directly to the senior leadership of the subject company. Grades will be based on three basic criteria, A) The quality of the content of the slides, B) The professionalism of the verbal presentation, and C) The professionalism of the PowerPoint slides (the written material).

The PowerPoint presentation is worth **100 points**.

## INDIVIDUAL INVOLVEMENT IN TEAM ACTIVITIES

**TEAM FORMATION:** Team assignments in the course make 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 before week 2 of the class. Each team will consist of approximately 5 – 6 team members depending on the registered number of students in the class.

**TEAM CHARTER:** Each team will prepare a team charter setting out the operating agreements for the team including preferred communication processes, team meeting times and frequency, and team assignments. Examples of team charters are posted in CANVAS. **This is the one time where it is fine if you copy and paste the examples then revise them to fit the preferences of your team.**

**PEER EVALUATIONS:** (This is important because it can significantly affect your overall individual grade)

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 assessments will be based on, a) Your ability to foster team spirit and display initiative while working on the project, b) Your timely attendance at scheduled meetings (likely virtual meetings), c) Your participation in group discussions, and d) Your completion of assigned work and contribution to project completion (content quality and timeliness).

Peer evaluations will be completed at the end of EACH TEAM PROJECT. The peer evaluation will include the evaluation of the student's own contribution and that of every other team member. Each student will email their evaluation to the team lead as well as to the Teaching Assistant. The team lead will then calculate an average of the peer evaluation scores for each team member and send a copy of the average peer scores back to the team. This way each team member is aware of his/her average peer score. The team lead will then submit a copy of the average peer review scores through CANVAS to be used to adjust individual grades if necessary. The collective team peer evaluation will be **due** one day after the assignment submission date – except for the final PowerPoint presentation which is due the same day as the presentation. Team grades will not be posted until the peer evaluations have been submitted.

### HOW PEER EVALUATIONS CAN AFFECT YOUR INDIVIDUAL GRADE:

If your peers award you 100% on all the evaluation metrics, you will receive the full grade for the assignment awarded to the team. However, if your peers award you a lower percentage, **that percentage is multiplied by the team grade to reflect your own grade portion for that specific team assignment.**

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

Team grade 100 points. You are awarded 75% by your peers. Your grade is only 75 points

**NOTE:** Any team member 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 by phone or zoom, and the decision of the instructor will be final.

**WORKING OUT PROBLEMS WITH TEAM DYNAMICS:** It is very important that you communicate openly with your teammates during the peer review process and try to resolve problems before you give someone else a lower score. These scores can significantly affect someone's grade, so do not take this responsibility lightly. Lower peer scores should only be given if the situation has not been resolved and further efforts need to be taken to raise awareness that changes in behavior are needed. If teams cannot work out behavioral problems by themselves, then they should contact the instructor for a final resolution. But be aware that the instructor reserves the right to ask one or more of the team members to leave the team and be responsible for a different case study from scratch by him or herself. This is not a path a student will want to pursue, so we highly suggest you learn how to maintain good and harmonious team interactions.

**SUBMISSION DEADLINES:** Each assignment submission is posted on the syllabus and in CANVAS. 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 it must be sent on or before the deadline.

### **IMPORTANT ADDITIONAL INFORMATION AND POLICIES**

**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. Please 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 makeup exam, you must provide the instructor with evidence of the occurrence. All make-up examinations will be coordinated with the instructor.

**TURNITIN:** All written team assignments 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 can 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).

**REFERENCES AND CITATIONS:** Plagiarism includes the use of data or ideas that are not your own without the appropriate acknowledgement of the source. Individual and team assignments are research oriented and will require the use of references and citations. The format requires each submission to include an APA formatted reference list at the end of each submission. For convenience, we accept students using an 'end note' format where citations are referenced using a number in the text, with that number referring to a specific reference listed in the back of the document. The references should be listed in numerical order. Any evidence provided in a written submission that is not your own thought or common knowledge must include a citation. Instructions are provided in lecture and in assignment instructions. Students who do not provide the appropriate use of citation and references will receive a deduction in points.



**ACADEMIC DISHONESTY:** Students caught cheating or plagiarizing may receive a "0" for the assignment or exam. Additionally, the incident will be reported to the Dean of Students, who may impose further a 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' opportunities to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be referred 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.

## SCHEDULE OF EVENTS

### WEEK-1 (Beginning July 6)

- Watch / Read – Introduction and Overview of BUSI 4940 PowerPoint Presentation (Immediately)
- Watch / Read – What is Strategic Management PowerPoint Presentation (Immediately)
- **Submit Team Charter** by 11:59 p.m., Wednesday, July 8<sup>th</sup>
- **Take the Undergraduate Business Assessment on CANVAS**
  - Anytime between Monday, 12:00 a.m. July 6<sup>th</sup> – Wednesday, 11:59 p.m. July 8<sup>th</sup>
- **Submit Student Information Survey** by 11:59 p.m., Thursday, July 9<sup>th</sup>
- **\*Optional\* Live Class-Wide Zoom Conference Call Q&A, Thursday July 9<sup>th</sup> from 10:00 a.m. – 11:00 a.m.**
  - Day and time subject to change depending on feedback from students
- **Exam 1: Window Open from 12:00 a.m. July 10<sup>th</sup> – 11:59 p.m. July 11<sup>th</sup>**
  - Once you start the test, you only have 40 minutes to complete it

### WEEK-2 (Beginning July 13)

- Watch / Read – Analyzing the External Environment PowerPoint Presentation(s)
- Watch / Read – Analyzing the Internal Environment PowerPoint Presentation(s)
- **Submit Mission & Vision Individual Project**
  - Anytime between Saturday, 12:00 a.m. July 11<sup>th</sup> – Monday, 11:59 p.m. July 13<sup>th</sup>
- **\*Optional\* Live Class-Wide Zoom Conference Call Q&A, Thursday July 16<sup>th</sup> from 10:00 a.m. – 11:00 a.m.**
- **Exam 2: Window Open from 12:00 a.m. July 17<sup>th</sup> – 11:59 p.m. July 18<sup>th</sup>**
  - Once you start the test, you only have 60 minutes to complete it

### WEEK-3 (Beginning July 20)

- Watch / Read – Strategy Formulation PowerPoint Presentation(s)
- Watch / Read – Strategy Implementation PowerPoint Presentation(s)
- Watch / Read – Review of Economic Value and Finance PowerPoint Presentation(s)
- **Submit External Environment Template – Team Project 1**
  - Anytime between Saturday, 12:00 a.m. July 18<sup>th</sup> – Monday, 11:59 p.m. July 20<sup>th</sup>
- **\*Optional\* Live Class-Wide Zoom Conference Call Q&A, Thursday July 23<sup>rd</sup> from 10:00 a.m. – 11:00 a.m.**
- **Exam 3: Window Open from 12:00 a.m. July 24<sup>th</sup> – 11:59 p.m. July 25<sup>th</sup>**
  - Once you start the test, you only have 70 minutes to complete it

### WEEK-4 (Beginning July 27)

- **Submit Internal Environment Template – Team Project 2**
  - Anytime between Saturday, 12:00 a.m. July 25<sup>th</sup> – Monday, 11:59 p.m. July 27<sup>th</sup>
- **\*Optional\* Live Class-Wide Zoom Conference Call Q&A, Thursday July 30<sup>th</sup> from 10:00 a.m. – 11:00 a.m.**

### WEEK-5 (Beginning Aug 3)

- **Submit Strategy, Launch, and Budget Template – Team Project 3**
  - Anytime between Friday, 12:00 a.m. July 31<sup>st</sup> – Monday, 11:59 p.m. August 3<sup>rd</sup>
- **Submit PowerPoint Presentation – Team Project 4**
  - Anytime between Tuesday, 12:00 a.m. August 4<sup>th</sup> – Friday, 11:59 p.m. August 7<sup>th</sup>
  - Early submission of the PPT is allowed and preferred, if possible, to allow more time for grading, but not required

## 5Wk2 Summer 2020 – BUSI 4940 – Dr. Cory

### DAILY CALENDAR FOR THE SEMESTER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
5-Jul	6-Jul	7-Jul	8-Jul	9-Jul	10-Jul	11-Jul
	START OF CLASS Intro to BUSI 4940 PPT What is Strategic Mgt PPT Teams Announced	Team Leads Volunteer	UG Business Assessment Due  Team Charter Due	Optional Class-Wide Zoom Q&A With Dr. Cory  Student Survey Due		
					EXAM 1 WINDOW	Mission & Vision =>
12-Jul	13-Jul	14-Jul	15-Jul	16-Jul	17-Jul	18-Jul
	External Environment PPT Internal Environment PPT			Optional Class-Wide Zoom Q&A With Dr. Cory		
					EXAM 2 WINDOW	
Mission & Vision Project Window						Team Project 1 =>
19-Jul	20-Jul	21-Jul	22-Jul	23-Jul	24-Jul	25-Jul
	Strategy Formulation PPT Strategy Implementation PPT Review Value & Finance PPT			Optional Class-Wide Zoom Q&A With Dr. Cory		
					EXAM 3 WINDOW	
External Environment Template - Team Project 1 Window						Team Project 2 =>
26-Jul	27-Jul	28-Jul	29-Jul	30-Jul	31-Jul	1-Aug
				Optional Class-Wide Zoom Q&A With Dr. Cory		
					Team Project 3 ==>	
2-Aug	3-Aug	4-Aug	5-Aug	6-Aug	7-Aug	8-Aug
					LAST DAY OF CLASS	
Strategy, Launch, & Budget Template - Team Project 3 Window				PowerPoint Presentation - Team Project 4 Window		