

BUSI 4940 Business Policy



Spring 2020 Course Syllabus

Instructional Team

Section 001: Meets Monday 3:30-6:20 BLB 080

Instructor

Dr Beth Struckell
([All email communication thru CANVAS](#))

Office: BLB 312M
Office hours: Monday 11:00am-3:00pm, (otherwise by appt.)

Academic Assistant

Jared Fromknecht-Administrative Issues Only
([All email communication thru CANVAS](#))

Office: BLB 022
Office hours: Tuesdays 11:00-1:00 and by phone or appt otherwise.

Section 002: Meets Monday 6:30-9:20 BLB 090

Instructor

Dr Beth Struckell
([All email communication thru CANVAS](#))

Office: BLB 312M
Office hours: Monday 11:00am-3:00pm, (otherwise by appt.)

Academic Assistant

Dana Bement – Grading/Coaching
([All email communication thru CANVAS](#))

Office: BLB 301
Office hours: Tuesday 10:00-2:00am and by phone or appt otherwise.

Section 003: Meets Monday 6:30-9:20 BLB 180

Instructor

Dr Ken Corey
([All email communication thru CANVAS](#))

Office: BLB 389B
Office hours: Tuesdays 3:00-6:15pm, (otherwise by appt.)

Academic Assistants

Katie Abshire – Grading/Coaching
([All email communication thru CANVAS](#))

Office: BLB 022
Office hours: TBD and by phone or appt otherwise.

COURSE DESCRIPTION:

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.

COURSE OBJECTIVES:

This course is designed to help students 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

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". The subscription is required even if the student price is unavailable. Willis Library should have hard copies available if you cannot afford the subscription. Each week several WSJ articles will be posted for review in class. Students must be prepared to discuss at least one article during class discussion. Subscription is required to access the articles. Article material may be included in exams.

LAPTOP COMPUTER:

Students are required to **bring a lap top computer to every class.** Class exercises will require access to internet and software. Students will work on assignments in class requiring laptop and internet access for research. If a student does not have access to a personal computer, the computer lab in the BLB has laptops available for students to borrow. Laptops are also required for exam administration.

CANVAS:

CANVAS is the course hub for BUSI 4940. 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 all posted information.

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.**

The course uses CANVAS Modules that follow the weeks of the semester with the exception of the Course Introduction Module. Each week an announcement will be distributed through Canvas providing the week's overview. All of the material needed for the week will be provided in the Week's Module in CANVAS.

ATTENDANCE:

Class attendance is required and will be taken each day. Class time will be allocated for assignment work and teams. This time is allocated to alleviate team scheduling issues and to provide instructor access and input on assignments. 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 during the first eight weeks of class** will have ☹ 50 points deducted from their final grade and the student may be encouraged to drop the course.

METHOD OF INSTRUCTION

During the semester, a mixture of discussions, in class exercises and online lectures will be utilized. All lecture material is available in Canvas in a recorded format as well as printable PowerPoint slides with notes. Students are expected to review course lectures/lessons prior to each class time for the posted topic/week (per the syllabus). Class time will be used to answer questions on lecture material, to discuss weekly WSJ articles posted related to the weekly topic, team exercises, individual and teamwork time for assignments with access to the instructor. This flipped classroom format (lectures recorded for students to review outside of class – class time used for hands-on application of lecture material) facilitates team meeting logistics and increases assignment quality through instructor access. Recorded lectures/lessons include exam content as well as instruction detail for assignments.

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

A significant portion of the class will focus on team-based projects, including a live case competition. Cross major teams of approximately 6-7 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.

The syllabus provides details of class activity focus during the semester.

Course Content:

Lectures (recorded and available in two formats in Canvas course shell) will be focused on presenting the concepts and content that will then be applied to individual and team assignments throughout the semester. During the semester students will be given an industry to assess, a company within the industry to assess, and student teams will be provided a live case to apply course content. Course content as previously explained will include pre-recorded 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.

UNDERGRADUATE BUSINESS ASSESSMENT

During the first week of the course, each student must complete an assessment of 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 😞 ***(25) points deducted from their point total***. This is a requirement for graduation, however, the grade on the assessment is not included in course points. The grades are utilized by the College of Business to assess teaching effectiveness of the overall undergraduate business program. See syllabus for deadlines.

COURSE STRUCTURE

The course is structured in two parts. The first part (~first 8 weeks) uses a learning case and includes introduction of all course content. The course content is structured into five topic areas spread across the first 7 weeks of the semester. Key topics are accompanied by an assignment. An exam will be given after Topics 1-3 and after Topics 4-5. A comprehensive final exam will cover all course material. Any student that passes (70%+) ***on both exam 1 and exam 2*** will be exempt from the final exam and total points for the course will be reduced to 850 vs. 1000. The second part of the course (~weeks 9-15) allows student teams to apply concepts learned during the first part of the semester to a live case that includes a case competition.

COURSE INTRODUCTION MODULE:

As you are getting started with the course this module will help you understand the course objectives and framework. Watch the video provided and make sure that you are comfortable with the syllabus and all due dates. As always do not hesitate to reach out for assistance. As you will see the course is organized in ***Weekly Modules and Topics***. Move immediately to the Week 1 Module after reviewing the Course Introductory Video and material.

Please volunteer to be a team lead if you are interested. More information will be in the Course Introductory Video. Material in the recorded video will also be reinforced on the first day of class.

PART 1: COURSE CONTENT AND LEARNING CASE

TOPIC 1 - WHAT IS STRATEGY:

In addition to reviewing the syllabus and course objectives, the first topic will include a definition of the strategic management process and understanding of strategy. This material will be included in Exam 1.

TOPIC 2 - INDUSTRY ASSESSMENT/EXTERNAL ANALYSIS:

An industry will be introduced for study. Students will individually work to answer questions like: 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? This topic will include an individual assignment worth 150 points (discussed later). This material will be included in Exam 1.

TOPIC 3 - COMPANY ASSESSMENT/INTERNAL ANALYSIS:

Student teams will be formed by the instructor including a formal volunteer leader and a mix of majors. Once teams are announced, teams will create a team charter to guide team interaction. Student teams will be provided a company within the industry studied in Topic 2 to research and assess. Students teams will work together 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 material will be included in Exam 1.

TOPIC 4 - STRATEGIC HIERARCHY:

Based on the assessments above, and during an in-class team exercise, student teams will identify the three greatest problems and or opportunities facing the company? Teams will answer - 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 material will be included in Exam 2.

TOPIC 5 - IMPLEMENTATION AND FEASIBILITY:

The material for Topic 5 will be introduced and applied during an in-class team exercise. Topic 5 will be critical to the live case project during Part 2 of the semester. Student teams will answer questions 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 (Net present value analysis (NPV) using weighted average cost of capital (WACC)? This material will be included in Exam 2.

Part 2: Live Case Challenge

The second half of the semester (weeks 8-13) will involve a live case that will be provided to the students and will be focused on applying the concepts to a real case challenge for a sponsor company. Background information about the industry (a different industry from the one studied in Topic 2) will be provided to the student teams. During an in-class exercise for course points, teams will review material and assess the attractiveness of the case industry. Critical financial information and background will be provided in a written case challenge document or other forms. Because of the sensitive nature of the information shared on the case sponsor company, students will be asked to sign a confidentiality agreement before case materials are distributed. Students will gather additional information needed to complete the challenge through research including classroom visits by the case sponsor and a Q&A with the case sponsor at the company site. 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.

Each team first prepares an extensive research template for the live case which is graded. Each team also prepares a formal presentation of their proposal which is first presented in a short version to instructor and classmates. Approximately one half of the teams, those teams with the highest initial presentation grades, will be chosen to advance to a second round of the case competition which will be judged and graded by outside judges, including representatives of the case company and some other faculty outside of the course. This second round of the case competition will take place in class during class time and is required for all teams chosen to advance. 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. Six teams across four sections of the course will be chosen to advance to the final round. At least one team from each section will advance to the final round. Each finalist team will receive a monetary reward. See syllabus for dates. Note the final competition will be held **on a Saturday**. The top 3 performing teams are required to present to the case sponsor management team at the company site before the end of the semester. In addition, each finalist team is required to present to their section during the class period following the final competition.

Finalist team member monetary rewards:

- First place team - \$800 per team member
- Second place team - \$400 per team member
- Third place team - \$150 per team member
- 4th-6th place teams - \$50 per team member

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 out of 1000 total points)
 - a. Individual Assignment Internal Analysis Template and Essay: 150 points (Internal Analysis Research Template 100 points, Essay 50 points)
 - b. Exams: 450 points total (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 **optional** for any student ***passing each of exams 1 and 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 out of 1000 total points)
 - a. Team Charter: 😞 -25 points if not turned in on-time
 - b. Team Project 1: Internal Analysis Research Template: 100 points
 - c. In-Class Exercise Topic 4: 15 points
 - d. In-Class Exercise Topic 5: 15 points
 - e. In-Class Exercise: Is the case industry attractive? 20 points
 - f. Team Project 2: Live Case Project Research Template: 125 points
 - g. Team Project 3: Live Case Presentation: 125 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 included in 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 😞 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 😞 25-point deduction for each team member.

Total: 1000 points (or 850 for students that are eligible to opt out of the final exam because they passed both 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)

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

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 lectures 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 in class and will require each student to have a laptop with internet access. Students may create one-page (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. Students that pass both exam 1 and exam 2 will be eligible to opt out of the final exam. 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 projects and in-class exercises 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 ☹ 25 points from each team member. Team Assignments are detailed with associated points below.

Team Project 1-Topic 3 Internal Analysis Research Template: Each team will submit a Research Template. Instructions and a company of study will be provided via CANVAS. Each team will focus on a single 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 **100 points**. See details below for submission of team projects and peer evaluation process.

In-Class Exercises for Topics 4 and 5. During the week covering Topics 4 and 5, an in-class exercise will be presented for team completion at the end of class. The exercises are designed to allow student teams to apply concepts learned in Topics 4 and 5 before Exam 2. These topics will also be applied in the live case projects. See course syllabus for details. Each of the in-class exercises are worth 15 points for participating members of the team.

In-Class Exercises for Live Case External Analysis. Before the case challenge is provided, teams will be provided a completed external analysis template (like the one students completed for the individual assignment). Student teams will be asked to assess the industry's attractiveness and submit their assessment to CANVAS during an in-class exercise worth 20 points.

Team Project 2 - Live Case Project Research Template: Each team will submit a research template for the live case company and industry. This template requires the teams to prepare details similar to templates created in previous assignments (Topics 2-4) but goes further to include details on implementation planning and overall feasibility assessment (Topic 5). 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**. As per all team assignments submission and peer evaluation will follow details below.

Team Project 3: Live Case Presentation: Detailed instructions for the presentation and the grading rubric will be provided via CANVAS. Team presentations (for grading) will be limited to 10 minutes, with a few 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 per the rubric provided. The presentation is worth **150 points**.

In each section, all team members will rank the top 4 teams in the section. These 4 teams will be awarded 5 points of extra credit. Presentations may be modified based on feedback to prepare for Rounds 2 and 3 of the competition for advancing teams. The grade for Team Project 3 will be based on the original submission. Advancing to Round 2 or 3 will not alter the team grade.

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. In addition, team members that do not fully participate in team assignments will be penalized (see below).

INDIVIDUAL INVOLVEMENT IN TEAM ACTIVITIES

Team Leadership: In this course, volunteer team leads are called upon prior to the formation of the teams. Students may volunteer to lead a team to gain leadership experience. Prior leadership of a team is not required.

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. Teams and leads will be announced by the third week of the course – before the first team project is assigned. Teams will be seated

together as reflected in a seating chart and members will have individual team name tents. Teams will consist of ~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).

- (1) Team lead will submit the assignment for the team through CANVAS and using Turnitin.
- (2) Each team member will submit a peer evaluation for the assignment reflecting their own perspective on personal and team member contribution. This is due at the same time as the assignment submission and each member will also email a copy of this to the team lead.
- (3) 24 hours later, each team lead will then submit a collective peer evaluation for the team that will influence team member grades. The team lead is responsible for taking all team member inputs into consideration for the final team peer evaluation for the assignment.

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 through the peer evaluation process thus 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 due date is clearly provided in 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. 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.

COLLEGE EMERGENCY EVACUATION PROCEDURES:

Severe Weather In the event of severe weather, all building occupants should immediately seek shelter in the designated shelter-in-place area in the building. If unable to safely move to the designated shelter-in-place area, seek shelter in a windowless interior room or hallway on the lowest floor of the building. All building occupants should take shelter in rooms 055, 077, 090, and the restrooms on the basement level. In rooms 170, 155, and the restrooms on the first floor.

Bomb Threat/Fire In the event of a bomb threat or fire in the building, all building occupants should immediately evacuate the building using the nearest exit. Once outside, proceed to the designated assembly area. If unable to safely move to the designated assembly area, contact one or more members of your department or unit to let them know you are safe and inform them of your whereabouts.

Persons with mobility impairments who are unable to safely exit the building should move to a designated area of refuge and await assistance from emergency responders. All building occupants should immediately evacuate the building and proceed to the south side of Crumley Hall in the grassy area, west of parking lot 24.

Week	Beginning Monday	Class Details and Schedule for all sections.
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1	1/13	<p>Student Preparation: Review Course Introduction Module in CANVAS prior to class. Check your course email address. WSJ Articles posted for discussion.</p> <p>Lecture/Lessons: Topic 1 Lesson Lecture – What is Strategy? Topic 2 External Analysis Lessons Lectures 1 & 2. Students are responsible to watch recorded lessons outside of class time.</p> <p>Class Activity: Individual Assignment – External Analysis Section A. Bring laptops to class.</p> <p>Due Sunday 1/19 at 11:59PM: Undergraduate Business Assessment</p>
2	1/20	<p>Student Preparation: Watch Lecture/Lessons: Topic 2 – External Analysis Lesson 3. WSJ Articles posted for discussion.</p> <p>Monday Sections – No class MLK (you will complete assignment outside of class).</p> <p>Tuesday Section(s) Class Activity: Work in class on Individual Assignment – External Analysis with instructor coaching.</p> <p>Due Sunday 1/26 at 11:59PM CANVAS TURNITIN SUBMISSION Individual Assignment Topic 1</p>
3	1/27	<p>Student Preparation: Watch Lecture/Lessons Topic 3 Internal Analysis Students are responsible to watch recorded lessons covering Lessons 1 & 2. WSJ Articles posted for discussion.</p> <p>Class Activity: Self-grading individual Assignment (bring a hard copy to class). Team formation announced. Teams will work on Team Charter and begin Team Project 1 – Internal Analysis. Company of study will be announced.</p> <p>Due Tuesday 1/28 at 11:59 PM: Team Charter (Submitted via CANVAS) Team lead only.</p>
4	2/3	<p>Student Preparation: No new lectures or WSJ articles for week. Study for Exam 1</p> <p>In-Class Activity: Exam 1 (Topics 1-3, Videos and WSJ Articles) Teams will complete Team Project 1 (Internal Analysis).</p> <p>Due Sunday 2/9 at 11:59 PM: Team Project 1 (Submitted via CANVAS by Team Lead) Team members submit peer evaluations. Due 2/10 Team lead submits collective peer evaluation for Team Project 1.</p>
5	2/10	<p>Student Preparation – watch Lecture/Lessons: Topic 4 - Strategic Hierarchy Students are responsible to watch recorded lessons 1&2. WSJ Articles posted for discussion.</p> <p>Class Activity: In-Class Exercise for 15 points. Develop Strategic Hierarchy for Learning Case Company.</p> <p>Due at end of class. CANVAS submission by team lead with names of participating team members.</p>
6	2/17	<p>Student Preparation – watch Lecture/Lessons Topic 5 Implementation and Feasibility. Students are responsible to watch recorded lessons. WSJ Articles posted for discussion.</p> <p>Class Activity: In-Class Exercise for 15 points. : Develop Implementation Framework for Learning Case Company</p> <p>Due at end of class. CANVAS submission by team lead with names of participating team members.</p>
7	2/24	<p>Student Preparation: No new lectures or WSJ articles for week. Study for Exam 2</p> <p>Class Activity: Exam 2 (Topics 4-5) First part of class period</p> <p>Class Activity: External Analysis Template (completed) provided for case industry. Teams are asked to review and discuss the industry and prepare in-class exercise provided – Is the industry attractive?</p> <p>Due at end of class. CANVAS submission by team lead with names of participating team members.</p>
8	3/2	<p>Student Preparation: All team members should review case challenge materials provided in the weekly module prior to class.</p> <p>Class Activity: Case Launch – Members of case sponsor will come to class for Q&A session. Teams work on Team Project 2 Case Template Research Focus on Part 1 of Team Project 2</p>

9	3/9	SPRING BREAK – NO CLASSES
10	3/16	Class Activity: Teams focus on Parts 2 and 3 of Team Project 2
	3/20	Case Sponsor Q&A offsite (4-6PM). Min. 2 team members to be present.
11	3/23	Class Activity: Teams focus on Parts 4 and 5 of Team Project 2 Due Friday 3/27 at 11:59PM: Team Project 2 Live Case Research Template (Canvas Submission Team Lead). Team member peer evaluations due. Due Saturday 3/28 at 11:59 PM Team Lead submission of collective team peer evaluation.
12	3/30	Class Activity: Teams work on Team Project 3 Live Case Presentation Due Sunday 4/5 at 11:59PM Team Project 3: PowerPoint CANVAS Submission) Team member peer evaluations due. Due Monday 4/6 at 11:59 PM Team Lead submission of collective team peer evaluation.
13	4/6	Class Activity: Teams Live Case Presentation - Team Project 3 (Round 1 Case Competition) during class time for Team Project 3 grading. Advancing teams announced 4/7 at 11:59PM
14	4/13	Class Activity: Round 2 of the Case Competition will take place during class time – advancing teams only (Presentation Schedule order TBA). Teams not advancing do not attend class this week.
	Saturday 4/18	Final Round of the Case Competition (Presentation Schedule TBA) Location: UNT Campus (Exact location TBA). 8:30 am – 1:00 PM
15	4/20	Class Activity: Finalist teams present case presentation in class to all students during class time. Attendance mandatory. Following presentations, for students taking Exam 3 only – optional Review session
16	4/27	Exam 3: During class time for all students that do not make it to Round 2 of case competition. Final Course Grades posted by 5/1

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