Note:

Course content may be changed, term to term, without notice. The information below is provided as a guide for course selection and is not binding in any form, and should not be used to purchase course materials.
COURSE SYLLABUS
BUSI 458
INNOVATING INTO INDUSTRIES AND MARKETS

COURSE DESCRIPTION
A course that applies the general concepts of key success factors for establishing entrepreneurial ventures to the unique characteristics of significant industries and markets.

RATIONALE
A successful business considers future growth opportunities within existing markets served, and potentially within complementary vertical markets. Today there exist numerous large and highly visible industries that may offer long-term growth and profitability, often with a high cost of entry. Many more “niche” industries exist that support these large industries, and it is these niches that offer realistic and sustainable growth opportunities to the small and medium-sized businesses. Partnership and ownership changes often accompany the successful entrant. Understanding when, how, and at what cost to enter a new market requires skillful leadership. This course prepares the student to recognize opportunities as they emerge, and to exercise the innovative leadership needed to enter into new industries and markets.

I. PREREQUISITE
For information regarding prerequisites for this course, please refer to the Academic Course Catalog.

II. REQUIRED RESOURCE PURCHASE
Click on the following link to view the required resource(s) for the term in which you are registered: http://bookstore.mbsdirect.net/liberty.htm

III. ADDITIONAL MATERIALS FOR LEARNING
A. Computer with basic audio/video output equipment
B. Internet access (broadband recommended)
C. Blackboard recommended browsers
D. Microsoft Office

IV. MEASURABLE LEARNING OUTCOMES
Upon successful completion of this course, the student will be able to:
A. Advance a selected company through innovation and entry into new growth markets and industries.
B. Identify and validate existing or new markets and industry opportunities for potential entry.

C. Realize profitable growth through innovative channel management strategies.

D. Recognize potential partnership, mergers, and acquisition strategies that may increase revenues while serving constituent and new customer requirements.

E. Understand how to valuate a company for potential sale or acquisition.

F. Integrate a biblical worldview into business practices.

V. COURSE REQUIREMENTS AND ASSIGNMENTS

A. Textbook readings and lecture presentations/notes

B. Course Requirements Checklist

After reading the Course Syllabus and Student Expectations, the student will complete the related checklist found in Module/Week 1.

C. Discussion Board Forums (4)

Discussion boards are collaborative learning experiences. Therefore, the student will create a thread in response to the provided prompt for each forum. Each thread must be at least 500 words in length, not including references, and demonstrate course-related knowledge. Each thread must be completed in Microsoft Word, have at least 1 reference, adhere to current APA format requirements, and must be copied/pasted (or attached) into the respective forum. In addition to the thread, the student will reply to at least 2 other classmates’ threads with meaningful continuation of the discussion points of the thread. Each reply must be at least 250 words in length.

D. Essays (4)

The student will write 4 essays, each of which must be at least 1,000 words, excluding references and cover/title page, and must comply with current APA format requirements. The purpose of each essay is for the student to fully develop his or her analytical skills in important elements of the course business principles. Each essay must demonstrate college-level writing, be completed in Microsoft Word, and have at least two (2) scholarly sources in addition to the course textbook.

E. Business Cases (2)

The student is required to complete and submit 2 Business Case projects. Both cases follow a common research and report format that requires the student to follow a provided template, as well as to create a PowerPoint presentation as detailed in the respective Business Case assignment instructions.

F. Cognate Summary

The student is required to prepare a summary review of the four-course cognate which is compliant with the assignment instructions, in MS Word, and must
VI. COURSE GRADING AND POLICIES

A. Points

<table>
<thead>
<tr>
<th>Course Requirement</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course Requirements Checklist</td>
<td>10</td>
</tr>
<tr>
<td>Discussion Board Forums</td>
<td></td>
</tr>
<tr>
<td>Threads (4 at 75 pts ea)</td>
<td>300</td>
</tr>
<tr>
<td>Replies (4 at 25 pts ea)</td>
<td>100</td>
</tr>
<tr>
<td>Essays (4 at 100 pts ea)</td>
<td>400</td>
</tr>
<tr>
<td>Business Cases (2 at 75 pts ea)</td>
<td>150</td>
</tr>
<tr>
<td>Cognate Summary</td>
<td>50</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1010</strong></td>
</tr>
</tbody>
</table>

B. Scale

<table>
<thead>
<tr>
<th>Grade</th>
<th>Score Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>900–1010</td>
</tr>
<tr>
<td>B</td>
<td>800–899</td>
</tr>
<tr>
<td>C</td>
<td>700–799</td>
</tr>
<tr>
<td>D</td>
<td>600–699</td>
</tr>
<tr>
<td>F</td>
<td>0–599</td>
</tr>
</tbody>
</table>

C. To earn point credit for any group project draft, each student must contribute material that is included in the submitted draft. Formatting, spell/grammar checking, assembly, submitting are not considered for credit. Writing and submitting (to the group for inclusion in a draft) original material for a section that is included in the submitted draft is considered to be materially contributing to the draft.

D. Disability Assistance

Students with a documented disability may contact Liberty University Online’s Office of Disability Accommodation Support (ODAS) at LUOODAS@liberty.edu to make arrangements for academic accommodations. Further information can be found at www.liberty.edu/disabilitysupport.

If you have a complaint related to disability discrimination or an accommodation that was not provided, you may contact ODAS or the Office of Equity and Compliance by phone at (434) 592-4999 or by email at equityandcompliance@liberty.edu. Click to see a full copy of Liberty’s Discrimination, Harassment, and Sexual Misconduct Policy or the Student Disability Grievance Policy and Procedures.
# Course Schedule

**BUSI 458**


<table>
<thead>
<tr>
<th>Module/Week</th>
<th>Reading &amp; Study</th>
<th>Assignments</th>
<th>Points</th>
</tr>
</thead>
</table>
| 1           | Ballard: chs. 1–4 2 presentations | Course Requirements Checklist  
Class Introductions  
Discussion Board 1 & Replies | 10  
0  
100 |
| 2           | Ballard: Chapters chs. 5 – 7 2 presentations | Essay 1 | 100 |
| 3           | Ballard: chs. 8–10 1 presentation | Discussion Board 2 & Replies | 100 |
| 4           | Ballard: chs. 11–13 2 presentations | Essay 2  
Business Case 1 | 100  
75 |
| 5           | Ballard: chs. 14–18 1 presentation | Discussion Board 3 & Replies | 100 |
| 6           | Ballard: chs. 19–22 2 presentations | Essay 3  
Cognate Summary | 100  
50 |
| 7           | Ballard: chs. 23–25 | Discussion Board 4 & Replies | 100 |
| 8           | Ballard: ch. 26 2 presentations | Essay 4  
Business Case 2 | 100  
75 |

**Total** 1010

**NOTE:** Each course module/week begins on Tuesday morning at 12:00 A.M. (ET) and ends on Monday night at 11:59 P.M. (ET). The final module/week ends at 11:59 P.M. (ET) on Friday.