

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 value 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

submit as directed in Blackboard. The summary must be a minimum length of 500 words, and must comply with current APA formatting requirements.

VI. COURSE GRADING AND POLICIES

A. Points

Course Requirements Checklist	10
Discussion Board Forums	
Threads (4 at 75 pts ea)	300
Replies (4 at 25 pts ea)	100
Essays (4 at 100 pts ea)	400
Business Cases (2 at 75 pts ea)	150
Cognate Summary	50
Total	1010

B. Scale

A = 900–1010 B = 800–899 C = 700–799 D = 600–699 F = 0–599

- 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

Textbook: Ballard, *Innovating into Industries & Markets* (2019).

MODULE/WEEK	READING & STUDY	ASSIGNMENTS	POINTS
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**.