

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 690

POLICY AND STRATEGY IN GLOBAL COMPETITION

COURSE DESCRIPTION

This capstone course integrates the concepts, techniques, and knowledge of all areas of business administration. Therefore, it may be taken only after the student has completed thirty-nine hours in the program. This course may not be substituted for or transferred in from another institution. This course is the capstone course and must be taken in the final term of enrollment.

RATIONALE

There is a need for a “capstone experience” in the MBA program that requires multi-disciplinary knowledge and skills including: overall strategy, marketing, operations management, human resource development, finance, accounting, economics, asset management as well as behavioral and ethical elements.

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. REQUIRED RESOURCE PURCHASES

American Psychological Association. *Publication manual of the American Psychological Association* (Current ed.). Washington, DC: Author.

Osterwalder, A., & Pigneur, Y. (2010). *Business model generation*. Hoboken, NJ: John Wiley & Sons. ISBN: 9780470876411.

Liberty University School of Business (Current). *BUSI 690 Casebook (Ebook)*.

Rothaermel, F. T. (2017). *Strategic management concepts* (Custom 3rd ed.) New York, NY: McGraw-Hill. **(This required resource has been provided in this course as an e-book).** However, if the student prefers a physical copy of the book, he or she may purchase it through the [Liberty University Online bookstore](#), MBS Direct. **The purchase of the physical copy of the textbook is optional.**

Optional looseleaf of Rothaermel, Concepts 3/e: ISBN: 1259912779

Optional bound book of Rothaermel Concepts 3/e: ISBN: 1259912817

Note: You must purchase the BUSI 690 Casebook from MBS Direct. In addition, you must purchase the BUSI 690 Casebook from the correct term that you are taking BUSI 690; do not purchase off a previous or future term on MBS as you will not be able to complete your assignments correctly.

Disclaimer: The above resources provide information consistent with the latest research regarding the subject area. Liberty University does not necessarily endorse specific personal, religious, philosophical, or political positions found in these resources.

IV. ADDITIONAL MATERIALS FOR LEARNING

- A. Computer with basic audio/video output equipment
- B. Internet access (broadband recommended)
- C. Microsoft Office
- D. TV and VCR/DVD player

V. MEASURABLE LEARNING OUTCOMES

Upon successful completion of this course, the student will be able to:

- A. Integrate Christian character qualities in the forming, storming, norming, and performing phases of the strategic planning process.
- B. Synthesize the knowledge gained from life experience and previous MBA curriculum.
- C. Evaluate a company's external industry environment, the sources of power in an industry, the major underlying causes of industry change, and the factors needed by companies to be strategically successful.
- D. Evaluate strategic options, including what-if analysis.
- E. Create results-oriented action plans.
- F. Execute company strategies.
- G. Formulate strategic plans.

VI. COURSE REQUIREMENTS AND ASSIGNMENTS

- A. Textbook readings and lecture presentations
- B. Course Requirements Checklist

After reading the Syllabus and [Student Expectations](#), the student will complete the related checklist found in Module/Week 1.

- C. Discussion Board Forum

There will be 1 Discussion Board Forum in this course. Discussion boards are collaborative learning experiences. Therefore, the student is required to provide a thread in response to the provided topic for this forum. The thread must be 500–750 words, demonstrate course-related knowledge, and include at least 2 peer-reviews sources and 1 biblical integration. In addition to the thread, the student is

required to reply to at least 2 other classmates' threads. Each reply must be 450–600 words and include at least 2 peer-reviewed sources and 1 biblical integration.

D. Rothaermel Exercises (3)

Using the Rothaermel text, the student must complete a series of experiential exercises. The student must apply text material to a real organizational situation using current APA format, the modes of discussion questions, ethical/social issues, small groups, and strategy term project exercises. These exercises must be submitted through the SafeAssign link provided in the assigned modules/weeks.

E. Business Model Generation Exercises (2)

The student must complete a series of experiential exercises of at least 600–800 words each. The student must apply text material to a real organizational situation using current APA format, the modes of discussion questions, ethical/social issues, small groups, and strategy term project exercises.

F. Group Case Studies (3)

The instructor will divide the students into groups, and the groups will complete a series of 3 case studies on 3 separate, specific companies. Each case study is an in-depth case analysis requiring each team to utilize the entire strategic management process. For each case study each team should submit two items; one PDF/Word document with your narrative and appendices. The other document is one excel spreadsheet with all these worksheets: historical financial statements (Income Statement, Balance Sheet and Statement of Cash Flows) for three most current years (including deltas between years), pro forma financial statements for a minimum of three years in the future with deltas and your NPV calculations.

NOTE: The narrative must be at least 15 pages of text. In the last section of the narrative each team should fully discuss the proposed strategy, rationale for choosing the strategy and discuss how the proposed strategy initiative will increase cash flows.

G. Peer Evaluations (3)

After each group exercise, each student will be asked to evaluate the contributions of each of his/her group members. The resulting score will be used to provide a final peer grade for all group assignments. All group grades will be awarded provisionally. The final group grades for each individual will be determined by factoring the project grades by the final Peer Evaluation average. For example, if a group project receives a grade of 100 and the student's Peer Evaluation average is 80, the final grade for that student's assignment would be $100 \times .80$, or 80. (Note: The Peer Evaluation average is calculated by averaging all of the peer scores for an individual student.)

The final peer averages cannot be determined until after all peer evaluations are completed. Failure to submit a peer evaluation will result in a reduction of the student's peer grade.

H. Integration of Faith and Learning Paper

The student will write an essay that is a minimum of 800 words minimum in current APA format, explaining how he/she will integrate his/her faith, coupled with policy and strategy theory, all within a business world context.

I. Final Exam

The exam will cover the Reading & Study material for Module/Week 3. The exam will be completed in Connect.

VII. COURSE GRADING AND POLICIES

A. Points

Course Requirements Checklist	10
Discussion Board Forum	25
Rothaermel Exercises (3 at 50 pts ea)	150
Business Model Generation Exercises (2 at 75 pts ea)	150
Group Case Studies (3 at 150 pts ea)	450
Peer Evaluations	*
Integration of Faith and Learning Paper	75
Final Exam	<u>150</u>
Total	1,010

B. Scale

A = 940–1010 A- = 920–939 B+ = 900–919 B = 860–899 B- = 840–859
C+ = 820–839 C = 780–819 C- = 760–779 F = 0–759

C. Quizzes/Tests/Exams

For timed quizzes/tests/exams, the student is required to complete the quiz/test/exam within the assigned time. For the student who exceeds this time limit, a penalty of 1 point will be deducted for each minute, or part thereof, he/she exceeds the assigned time limit.

D. Disability Assistance

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

COURSE SCHEDULE

BUSI 690

Textbooks: Osterwalder & Pigneur, *Business Model Generation* (2010).
Rothaermel, *Strategic Management Concepts and Cases* (2014).

MODULE/ WEEK	READING & STUDY	ASSIGNMENTS	POINTS
1	Rothaermel: chs. 1–5 1 presentation	Course Requirements Checklist	10
		Graduate Level Business Program Assessment	0
		Class Introductions	0
		Rothaermel Exercise 1	50
2	Rothaermel: chs. 6–10 1 presentation	Rothaermel Exercise 2	50
		DB Forum	25
3	Rothaermel: chs. 11–12 Review Rothaermel: chs. 1–12 1 presentation	Rothaermel Exercise 3	50
		Final Exam	150
4	Osterwalder & Pigneur: chs. 1–3 1 presentation	Business Model Generation Exercise 1	75
		Group Case Study 1	150
5	Osterwalder & Pigneur: chs. 4–5 Review Rothaermel: chs. 1–12 1 presentation	Business Model Generation Exercise 2	75
		Peer Evaluation 1	*
6	Review Rothaermel: chs. 1–12 1 presentation	Group Case Study 2	150
7	Review Rothaermel: chs. 1–12 1 presentation	Group Case Study 3	150
		Peer Evaluation 2	*
8	Bible Readings 1 presentation	Peer Evaluation 3	*
		Integration of Faith and Learning Paper	75
TOTAL			1010

DB = Discussion Board

*Peer Evaluation scores will be calculated with each group project to determine the final grades for group work (see the Course Syllabus).

NOTE: Module/Week one begins on Monday and ends at 11:59 p.m. (ET) on Friday. Modules/Weeks 2-8 begin on Saturday and end at 11:59 p.m. (ET) on Friday.