

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

LEAD 620

MISSION, VISION, AND STRATEGIC PLANNING

COURSE DESCRIPTION

This course prepares the student for strategic planning in various ministry settings. It will also equip the student to cast a vision and mission for their church or parachurch organization. The student will examine core biblical passages and create a clear vision/mission/values statement. (Formerly DSMN 620)

RATIONALE

The success of churches, institutions, and Christian-led businesses is dependent on leadership grounded in a biblically centered mission, motivated by a clear vision, and effectively led by strategic planning. Leaders across the country have been flocking to leadership seminars and conferences to learn how to lead in a more compelling and strategic manner. This course will equip the student in the discovery of mission, the communicating of vision, and the crafting of strategy. The implementation of these skills will be explored in a variety of venues including churches, institutions, and businesses.

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. Microsoft Office

IV. MEASURABLE LEARNING OUTCOMES

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

- A. Examine the biblical foundations of the strategic planning process.
- B. Differentiate between mission, vision, and strategy.
- C. Identify the principles for discovering God's mission for an organization.
- D. Explain the process of developing a strategic plan.
- E. Examine the leadership abilities and actions necessary to realize vision.
- F. Evaluate the strategic processes of various churches and organizations.

- G. Develop a simple/memorable vision statement for a church or organization.
- H. Design a strategic plan to bring an organization's mission into reality.

V. COURSE REQUIREMENTS AND ASSIGNMENTS

- A. Textbook readings and presentations

- 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 (3)

The Discussion Board Forums in this course are completed in 2 parts over 2 modules/weeks. Discussion boards are collaborative learning experiences.

Threads

In the first module/week that the Discussion Board Forum is assigned, the student must post a 400-word thread in response to the prompt provided. For each thread, the student must support his/her assertions with at least 2 citations in current Turabian format or the applicable style guide for his/her area of study. Acceptable sources include assigned readings, textbooks, and related materials.

Replies

In the subsequent module/week, the student must then post 2 replies of at least 200 words each in response to 2 other classmates' threads. For each reply, the student must cite at least 1 source using his/her chosen style guide. Acceptable sources include assigned readings, textbooks, and related materials.

- D. Blog Post

The student will draw from the readings of Barna's *The Power of Vision* and the presentations from Module/Week 1 to draft a 750–1000-word blog post. The purpose of this post is for the student to effectively describe the elements of mission-driven visionary leadership. The post must have 2–3 citations in current Turabian format or the applicable style guide for the student's area of study.

- E. Book Critiques (2)

The student will read 2 specified, required books and then submit a paper for each. The student will summarize what he/she reads, critique and evaluate the work, and apply the work to his/her own situations. The papers must be 900–1,500 words (double-spaced), include 4–6 citations, and comply with current Turabian writing style or the applicable style guide for the student's area of study. If using current Turabian style, the paper must use footnotes as needed.

- F. Interview Assignment

The student is to interview a visionary leader of a church, institution, or business. The choice of leader must be relevant to the student's intended occupational field. The leader's understanding of his/her organization's mission and vision for fulfilling that mission must be clarified. The student is to uncover how the leader initiates strategic planning. In conclusion, the student is to analyze what he/she has learned from this leader and make application of principles to his/her own future leadership. The paper must be

900–1,500 words (double-spaced), and comply with current Turabian writing style or the applicable style guide for the student’s area of study. If using current Turabian style, the paper must use footnotes if citations are needed.

G. Reading Reflections (2)

The student will read 2 required books and then submit a paper for each. The papers must be 600–900 words (double-spaced) for each book, include 2–3 citations using footnotes, if using current Turabian formatting. The papers must comply with current Turabian writing style or the applicable style guide for the student’s area of study.

H. Final Project

The student will create a comprehensive strategic plan that reflects his/her research from the textbooks and course materials. The paper must be 3,000–3,600 words (double-spaced), have a minimum of 10 citations, and comply with current Turabian writing style or the applicable style guide for the student’s area of study. It must use footnotes if written in current Turabian style. The strategic plan must utilize all the course-required readings and, as needed, additional materials. The strategic plan will demonstrate the student’s grasp of the materials and the integration of those materials into his/her life.

VI. COURSE GRADING AND POLICIES

A. Points

Course Requirements Checklist	10
Discussion Board Forums	
Threads (3 at 50 pts ea)	150
Replies (3 at 50 pts ea)	150
Blog Post	50
Book Critiques (2 at 100 pts ea)	200
Interview Assignment	100
Reading Reflections (2 at 50 pts ea)	100
Final Project	250
Total	1010

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 D+ = 740–759 D = 700–739
 D- = 680–699 F = 0–679

C. Style Guidelines

All assignments for this course are to be formatted in accordance with the [LUSD Writing Guide](#) (LUSD students only) and the latest edition of the Turabian style manual (*A Manual for Writers of Research Papers, Theses, and Dissertations*). Discussion assignments and essay examinations may use the parenthetical citation style. All other written assignments should use the footnote citation style. Supplemental writing aids are available via the [Online Writing Center](#).

D. Extra Credit

No additional “for credit” assignments will be permitted beyond those given in the course requirements stated above.

E. Course Changes

Course requirements are subject to change by the administration of the University at any time with appropriate notice.

F. 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

LEAD 620

Textbooks: Barna, *The Power of Vision* (2009).
 Collins, *Good to Great* (2001).
 Dockery, *Christian Leadership Essentials* (2011).
 Malphurs, *Advanced Strategic Planning* (2013).
 Warren, *The Purpose Driven Church* (1995).

MODULE/ WEEK	READING & STUDY	ASSIGNMENTS	POINTS
1	Barna: Introduction, chs. 1–13 2 presentations	Course Requirements Checklist Class Introductions Blog Post	10 0 50
2	Malphurs: Introduction, chs. 1–7 1 presentation	DB Forum 1 – Thread	50
3	Malphurs: chs. 8–14 2 presentations	DB Forum 1 – Replies Book Critique 1	50 100
4	Warren: Introduction, chs. 1–10 2 presentations	DB Forum 2 – Thread Interview Assignment	50 100
5	Warren: chs. 11–20 2 presentations	DB Forum 2 – Replies Book Critique 2	50 100
6	Dockery: Introduction, chs. 1–6, 11, 13, 16–17 1 presentation	DB Forum 3 – Thread Reading Reflection 1	50 50
7	Collins: chs. 1–9 1 presentation	DB Forum 3 – Replies Reading Reflection 2	50 50
8	1 presentation	Final Project	250
TOTAL			1010

DB = Discussion Board

NOTE: Each course week begins on Monday morning at 12:00 a.m. (ET) and ends on Sunday night at 11:59 p.m. (ET). The final week ends at 11:59 p.m. (ET) on **Friday**.