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.
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

<table>
<thead>
<tr>
<th>Grade</th>
<th>Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>940–1010</td>
</tr>
<tr>
<td>A-</td>
<td>920–939</td>
</tr>
<tr>
<td>B+</td>
<td>900–919</td>
</tr>
<tr>
<td>B</td>
<td>860–899</td>
</tr>
<tr>
<td>B-</td>
<td>840–859</td>
</tr>
<tr>
<td>C+</td>
<td>820–839</td>
</tr>
<tr>
<td>C</td>
<td>780–819</td>
</tr>
<tr>
<td>C-</td>
<td>760–779</td>
</tr>
<tr>
<td>D+</td>
<td>740–759</td>
</tr>
<tr>
<td>D</td>
<td>700–739</td>
</tr>
<tr>
<td>D-</td>
<td>680–699</td>
</tr>
<tr>
<td>F</td>
<td>0–679</td>
</tr>
</tbody>
</table>

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:  

<table>
<thead>
<tr>
<th>Module/Week</th>
<th>Reading &amp; Study</th>
<th>Assignments</th>
<th>Points</th>
</tr>
</thead>
</table>
| 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 |

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**.