

MGT 4337.01: Business Policy and Decision Making

Spring 2021

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Course modality: Virtual, Synchronous

Meeting Times: T/Th 10:50am Virtual, Synchronous

Office: AMB 317 (Contact me via Teams or Blackboard Collaborate)

Office Hours: T-Th 12-4 via Teams

Course Introduction

This is a capstone course, meaning that it is one of your last courses needed to complete your business degree and will require you to draw on the knowledge of all of your previous business classes. In essence, it is a course on strategic management. You will learn to apply strategy to a number of policy decisions necessary to run a company after completing analyses to help you do so. You will learn how to better work with others in a collaborative environment; an important aspect of any job. You will also have the opportunity to run your own company and apply the knowledge you are learning in a simulation, culminating in an individual final report that will highlight your newfound skills in analysis, formulation, and execution of strategy.

Course Description

Business Core and senior standing or graduating semester (business major) or concurrent enrollment in ACC 4311.

Course includes readings and decision simulation in the process of determining and setting policies using a lecture/discussion format.

Course Learning Objectives	Degree Program or GEC Competency Goals
Collaborate with classmates to make business policy decisions based upon authentic scenarios	4 Teamwork Skills
Apply specific methods of analyses to make data-informed decisions regarding corporate social responsibility, production operations, facility management, worker compensation and training, shipping and distribution of products, pricing and marketing, and financing company operations	3 Analytical and Critical Thinking Skills
Evaluate operations, financial, marketing and human resource management strategies in order to recommend business policies or make decisions	3 Analytical and Critical Thinking Skills
Generate business strategies through analysis, formulation, and execution	3 Analytical and Critical Thinking Skills

Required Materials

Textbook(s)

Author: Thompson, A.

Title: *Strategy: Core concepts and analytical approaches**

Publisher: McGraw-Hill Education

Edition: 6th edition

Year: 2020

*This textbook is accessed through the <http://www.bsg-online.com> website after purchasing registration.

Software/Apps/Equipment

Students must possess a computer with an integrated webcam or stand-alone webcam that plugs into the computer. Students cannot take proctored assessments without a webcam.

Instructional/Learning Methods and Technologies

The learning methods used in this course include the following:

- ☒ Discussion forums and/or wikis
- ☒ Synchronous (real-time) virtual meetings with peers and/or the instructor
- ☒ Streaming video
- ☒ Quizzes
- ☐ Exams
- ☒ Collaborative assignments
- ☒ Independent homework assignments
- ☐ Writing-intensive assignments
- ☐ Clinical or field work
- ☒ Other: Group Simulation Activities

Student Workload Expectation

This course is a 3-credit hour course, which means that in addition to the scheduled lectures/discussions, students are expected to do 300 minutes (5 hours) of course-related work each week during a long semester. Texas Wesleyan University Page 3 of 6 This independent learning includes things like: completing assigned readings, studying for examinations, preparing written assignments, and other course related tasks

Course Requirements

Submitting and Returning Assignments

Assessment Submission

- Submit most of your assignments via Blackboard. Quizzes and the simulation decision are submitted via www.bsg-online.com.
- Use the standard Microsoft® Office programs such as Word, PowerPoint, and Excel (available to you through your txwes.edu Office 365 account) to complete your assignments unless assignment directions specify that you should use a different file format.
- Use APA style when formatting your documents.

Assignment Feedback

- I will provide feedback on assessments within 7 days after submission.
- My feedback will be provided in the form of rubrics, notes on Word documents and notes in the Grade Center.
- Your grades will be posted to the Blackboard Grade Center.

Communication with the Instructor

- To contact me with questions and concerns related to this course, post to the Q&A discussion forum, which I will check throughout the day. I will address questions posted after 9 p.m. on the following morning. You should also check the forum on a regular basis, as others in the class may be able to answer your question before I do. Send questions of a personal nature to me via email. I will respond to emails within 24 hours, except on weekends or holidays, when responses may be delayed.

Quizzes and Exams

- The University will use a proctoring tool to proctor exams and other assessments. Students cannot take proctored exams and/or long quizzes without a functioning webcam. Short quizzes (low component of grade, low number of questions, easy multiple choice or true/false questions) will not be proctored.

Evaluation & Grading

All grades will be made available to students in Blackboard.

Assignment Category	Number of Graded Items	Point Value per Item	Total Points
Quizzes			
Course Success Survey	1	10	10
Quizzes			
Modules 1-2	2	25	50
Modules 3-6	4	20	80
Major Field Test	1	50	50
Discussions			
Getting Acquainted	1	10	10
Module Discussions	7	20	140
Assignments			
Strategy Exercises	6	10	60
Decision Log Journal (10 entries)	1	90	90
Analysis Artifacts	5	30	150
Final Project			
Milestones	2	30	60
Business Strategy Game Score	1	200	200
Final Report	1	100	100
Ungraded			
Module 1 Group Assignment	1	0	0
Simulations	14	0	0
Total Course Points:			1000

Final Grade	Final Points/Average
A	900-1000
B	800-899
C	700-799
D	600-699
F	599-0

Course Policies

Academic Integrity

- Cheating, plagiarism (submitting another person's material as one's own), or completing assignments for another person who will receive academic credit are not permitted. This includes the use of unauthorized books, notebooks, or other sources in order to secure or give help during an examination, the unauthorized copying of examinations, assignments, reports, or term papers, or the presentation of unacknowledged material as if it were the student's own work. Disciplinary action may be taken beyond the academic discipline administered by the course instructor. [Read the University's Academic Integrity Policy.](#)

COVID-19 Policies

- While the University plans to offer instruction face-to-face, due to Covid-19, some or all instruction for all or part of Academic Year 20-21 may be delivered remotely. Tuition and mandatory fees have been set regardless of the method of instruction and will not be refunded in the event instruction occurs remotely for any part of the Academic Year.
- Students are required to wear masks in the class at all times; should wash their hands frequently, watch and maintain adequate social distance from others.
- For your safety, you should sanitize your desk space before and after use.
- International students enrolled in hybrid courses are required to attend the in-person sections and attendance policies will be enforced.
- The University reserves the right to change the instructional modality of this course as needed in response to concerns related to COVID-19 or other public health/safety issues.

Spring 2021 Attendance Policies

- For the benefit of students, faculty will record the audio portion of all class lectures and make those recordings available to students.
- Excluding online classes, all class meetings will either be face-to-face (FTF) or virtual.
- Students are required to attend all FTF lectures either in-person or virtually with the following exceptions:
 - Some classes, labs, etc., require that students attend face-to-face lectures in-person. These classes are identified in the class schedule by the designation **In-person**.
 - With faculty approval, students may learn asynchronously. The asynchronous learning option is restricted and only applies to students residing abroad, or, have other circumstances which limit their ability to attend classes in-person or virtually. Approval for this option must be obtained from the faculty member prior to the first day of class.

4. International students should consult with the Office of International Programs and may be required by federal law to attend all FTF lectures in person.

Instruction/Attendance definitions

- **Asynchronous** – students learning asynchronously are not attending class in-person or virtually. Asynchronous students will be provided recordings of class lectures (audio).
- **Face-to-Face** – faculty deliver live instruction in the classroom. Subject to the restriction noted above (#4) students may choose to attend a FTF class in-person or virtually.
- **In-person-** students are physically present in the classroom during the designated face-to-face (FTF) class lecture.
- **Virtual or virtually** – students attend class using an online platform such as Collaborate or Teams. Students are expected to be online and participate in class at the designated meeting time for the class period.

Face-to-face/Virtual Class Attendance

Regular and punctual attendance at all scheduled classes is expected of all students. University regulations authorize certain absences of students when representing the University (e.g. participation in intercollegiate athletic competitions, and student government, student development, or fine arts events). Absences that may be necessary to fulfill course requirements and are approved by the Provost are also considered to be authorized.

The maximum number of authorized absences during one semester is five for a Monday-Wednesday-Friday class, three for a Tuesday-Thursday class, and two for a class or laboratory meeting once a week. Additional authorized absences may be granted on an individual basis when extreme circumstances warrant (e.g. advancement to and representation of the university at regional or national level intercollegiate athletic, academic, or fine arts competition).

Faculty Initiated Student Withdrawal from a Course. Unauthorized absences may be excused when caused by illness or other emergencies and should be reported promptly to the instructor. When a student has a number of unauthorized absences equal to the number of days the class meets per week AND has not communicated with the instructor about the absences within 10 calendar days, the instructor must either drop the student from the class or give a grade of incomplete (I) as appropriate.

Individual faculty may not enforce a more restrictive policy than what is set by the University. Students are required to notify instructors prior to any missed class and will be held responsible for all class and laboratory assignments.

Other University Policies

- Links to selected University policies are available in [Blackboard under the Student Resources tab](#). The current Texas Wesleyan University [Catalog](#) and [Student Handbook](#) contain all University policies.

Note: Course syllabi are intended to provide students with basic information concerning the course. The syllabus can be viewed as a “blueprint” for the course. Instructors will inform students of any changes concerning examinations, the grading or attendance policies, or changes in project assignments.

Schedule

The table below contains an outline of the topics and assessments (assignments, projects, exams, etc.) that will be addressed in each module of the course. Note that a module may span more than one week.

Note: Course syllabi are intended to provide students with basic information concerning the course. The syllabus can be viewed as a “blueprint” for the course; changes in the syllabus can be made and students will be informed of any substantive changes concerning examinations, the grading or attendance policies and changes in project assignments.

Module	Topic	Assignments Due
Getting Started Weeks: 1-2 1/14-1/24	Course Welcome Course Schedule Course Syllabus	<ul style="list-style-type: none"> • Course Success Survey • Course Introduction Discussion
1: Strategy and Long-Term Direction Weeks 2-3 1/25-2/7	Lesson 1: What Is Strategy? Lesson 2: Business Strategy Game Overview and Orientation Lesson 3: Managing Your Company	<ul style="list-style-type: none"> • Discussion: Competitive Advantage • Group Assignment: Getting Organized and Practicing the Simulation (Ungraded) • Strategy Exercise: Chapters 1 and 2 • Knowledge Check: Module 1 • Optional Discussion
2: Evaluating the External and Internal Environments Weeks 4-5 2/8-2/21	Lesson: The External and Internal Environments	<ul style="list-style-type: none"> • Discussion: External and Internal Environments • Strategy Exercise: Chapters 3 and 4 • (Two) Company Simulation: Decision Years 11 and 12 • (Two) Decision Log Journal Entries: Decision Years 11 and 12 • Analysis Artifacts Assignment: Decision Years 11 and 12 • Knowledge Check: Module 2 • Optional Discussion
3: Competitive and Supplemental Strategies Weeks 6-7 2/22-3/7	Lesson: Strategic Choice	<ul style="list-style-type: none"> • Discussion: Competitive Strategy • Strategy Exercise: Chapters 5 and 6 • (Two) Company Simulation: Decision Years 13 and 14 • (Two) Decision Log Journal Entries: Decision Years 13 and 14 • Analysis Artifacts Assignment: Decision Years 13 and 14 • Knowledge Check: Module 3 • Milestone 1: Company Financial Performance Review • Optional Discussion
4: International and Corporate Strategies Weeks 8-11 (Includes Spring Break) 3/8-3/28	Lesson: Global Competition and Corporate Diversification	<ul style="list-style-type: none"> • Discussion: Environmental Responsibility • Strategy Exercise: Chapters 9 and 10 • (Two) Company Simulation: Decision Years 17 and 18 • (Two) Decision Log Journal Entries: Decision Years 17 and 18 • Analysis Artifacts Assignment: Decision Years 17 and 18 • Knowledge Check: Module 5 • Milestone 2: Company Strategic Performance Review • Reminder: Continue Tracking Data Points for Trend Analyses • Optional Discussion
5: Ethics and Strategic Execution	Lesson: Building an Ethical Organization	<ul style="list-style-type: none"> • Discussion: Environmental Responsibility • Strategy Exercise: Chapters 9 and 10 • (Two) Company Simulation: Decision Years 17 and 18

Weeks 12-13 3/29-4/11		<ul style="list-style-type: none"> • (Two) Decision Log Journal Entries: Decision Years 17 and 18 • Analysis Artifacts Assignment: Decision Years 17 and 18 • Knowledge Check: Module 5 • Milestone 2: Company Strategic Performance Review • Reminder: Continue Tracking Data Points for Trend Analyses • Optional Discussion
6: Internal Operations, Culture, and Leadership Weeks 14-15 4/12-4/25	Lesson: Strategic Execution	<ul style="list-style-type: none"> • Discussion: Corporate Culture • Strategy Exercise: Chapters 11 and 12 • (Two) Company Simulation: Decision Years 19 and 20 • (Two) Decision Log Journal Entries: Decision Years 19 and 20 • Analysis Artifacts Assignment: Decision Years 19 and 20 • Knowledge Check: Module 6 • Reminder: Continue Tracking Data Points for Trend Analyses • Optional Discussion
7: Course Wrap-Up Weeks 16-17 4/26-5/6	N/A	<ul style="list-style-type: none"> • Discussion: The Simulation • Major Field Test • Final Project Submission • Optional Discussion