

UIW (Universe Online)

BMGT 4375 Business Policy and Strategy

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Course Schedule

Course Dates: 22 Aug-14 Oct, Fall 1, 2016

The Course Module

This course module serves as the Capstone for the Bachelor of Science in Business Administration (BSBA) program.

Text

BMGT 4375 BUSINESS POLICY AND STRATEGY 8th Edition
VBID 1260016447R365

TITLE: "Strategic Management: Creating Competitive Advantages"

AUTHOR: Dess, McNamara, Eisner

Course Overview

BMGT 4375 Business Policy and Strategy: Course focuses on the application and analysis of business strategy at the corporate, business and department level.

Course Description

A. The Bachelor of Science in Business Administration Capstone is designed to prepare business graduates for professional careers by developing their capacity to:

1. Skillfully and ethically perform tasks normally assigned to individuals employed in business, government, and not-for-profit organizations.
2. Enter and successfully complete graduate business programs.
3. Embark on more specialized studies necessary to successfully complete professional examinations/certifications.

B. The means chosen to achieve these goals within the context and content of BMGT 4375:

1. The systemic reading and discussion of assigned sources, and frequent use of assignments and case applications, enables students to demonstrate their understanding of fundamental strategic management.
2. The use of group and individual exercises designed to enhance the student's interpersonal, communication, and problem solving skills enables students to develop their potential to qualify for positions which offer the opportunity for advancement to higher levels of leadership and responsibility.

Course Outcomes

Upon completion of this course, the student will have a fundamental knowledge of how to employ business policy and strategy within an organization by applying the strategic planning process at the corporate, business and department level.

Assessment of Outcomes

1. Students will apply the Strategic Planning Process as part of a group project at the corporate level.
2. Students will apply the Strategic Planning Process individually at the business unit level and trace the strategy down to the department level.
3. Students will complete a business plan for the corporation or business unit.

Course Material, Lectures and Class Work

The lectures for each week will be found under the "Course Material" section and will also be supplemented by the Discussion Threads/Questions (DQs). Please read the Weekly Lesson then proceed to the weekly Discussion Questions (DQs). In the DQs, I will have some initial thoughts then ask the discussion questions.

All class weeks begin on Monday and end on the following Sunday except for week 8 which ends on Friday 6pm CST. Please have all discussions posted by Thursday 6PM of Week 8.

Weekly Folders and Participation Requirements

We will use the weekly folders that have been created for our class discussions and lessons. Please read the Weekly Lesson (In the Class Notes Folder) then proceed to the weekly Discussion Questions (DQs). In the DQs, I will have some initial thoughts then ask the discussion questions. Please stay tuned after your initial response because I will Always Have Follow up Responses. These responses will be titled “To the Class” or “Follow up Question for the Class.” This interaction will replicate face to face discussion you have experienced in live classes. However, to make this work like a live class, I will need you to check back with the DQs daily.

Participation Requirements

I am looking for substantive examination of course material. You are encouraged to find other sources of information on the subject and provide a summation of each source and also link sources to your discussion threads. **For an “A” or 100 points, you should answer both of the weekly questions on time and provide at least two replies to other students per discussion question (DQ).** There should be a total of six posts (including the two discussion questions posts) from you per week. Also, you should be **active** and post a **minimum of four out of seven** days each week.

As this is the Capstone and you will have team members counting on you, this is **not** a “One day and done” course.

Suggestions for Quality Participation

When replying to your classmates in the discussion threads, do a quick Internet search and try to provide a quote and a link to the information you are citing. Make your initial post to DQ #1 by midnight Wednesday of each week to provide everyone the opportunity to respond and fully discuss the topic at hand. The initial post for DQ#2 should be sent in by midnight Thursday. Per UIW’s participation policy, online students should post at least 4 out of the 7 days per week.

Participation is worth 100 points each week.

Deadlines Late Assignments, Drops and Absences

(Note) The 3 assignments are due on Sunday by 6:00 PM except for the final which is due on Wednesday of Week at @11:59 PM. All assignments including the final are listed in this course outline to help you account for your time. **If family or work**

takes you away from your studies, you can still answer your discussion questions late for a maximum of 60 out of 100 points for the week. I award 30 points for each DQ. If you turn in your assignment late, e-mail and let me know.

Bottom line, to get full credit, you have to complete your work to standard and on time. If you need to turn in late work, make sure you do it no later **than midnight Sunday of Week Seven**. I will not accept late assignments or DQs during finals week.

The following is UIW's official policy for excused absences for religious commitments. (Outline continues on Page 8).

Title: Attendance Policy for Main Campus and Extended Academic Programs
Effective Date: Summer 2016
Approved by Provost: February 8, 2016

Policy

Unless otherwise stated in the course syllabus/outline, or unless an absence is excused in accordance with this policy, students are expected to attend and participate in all scheduled class meetings. Students taking on-line courses are expected to show active participation in the course as defined in the course syllabus/outline. Faculty are expected to communicate class attendance and participation requirements in the course syllabus/outline. Students are responsible for meeting the attendance and participation requirements in each course. If there are any questions or concerns over the requirements, students should speak directly to the faculty at the beginning of the semester.

Policy requirements

1. **Notification of Faculty**
 - a. **Planned Absences.** Students must notify instructors in writing at least two weeks prior to planned absences such as participation in an official university function, observance of a religious holy day or active military service. If the absence is for the observance of a religious holy day see *Class Absences for Religious Holy Days* policy. If the absence is for military service the student should provide to each instructor a copy of the military orders (see #2.b. below regarding extended absences due to military service).
 - b. **Illness or other extenuating circumstances.** Students should notify the instructor directly of absence due to illness or other extenuating circumstance.
2. **Making up missed work**
 - a. With instructor permission, make-up exams and assignments will be scheduled by the instructor within a reasonable time. Make-up exams and assignments will be equivalent to and no more difficult than the original assignments.
 - b. A student who misses multiple class periods should seek advice from the instructor about the advisability of continuing in the course or requesting an Incomplete grade (if the student is otherwise eligible for an Incomplete).
3. **Withdrawing from a course**
 - a. Students who are not able to attend a course are responsible for dropping the course by the appropriate deadline. Instructors may not automatically drop a student from a course. Students who do not attend and who do not officially drop the course will receive a failing grade for the course.
4. **Disputes and Appeals**
 - a. If there are disagreements about absences that cannot be resolved between the student and the instructor the student should contact the Office of the Dean of the College or School who has oversight for the respective course. The Student Complaint Policy is found in the Student Handbook & Code of Conduct.
5. **Communication of Policy**
 - a. The policy and procedure are to be printed in the *UIW Student Handbook & Student Code of Conduct*.
 - b. International Student & Scholar Services will include the policy in the *International Student Handbook* and *Welcome Week* literature.
 - c. The policy will be included in the Faculty Handbook (Chapter 7 *Policies and Procedures on Instruction*).
 - d. The policy will be included in the *Undergraduate* and *Graduate Bulletins* under "Attendance".

TITLE: Class Absences for Religious Observances
Policy, Main Campus and Extended Academic
Programs
Effective Date: Summer 2016
Approved by Provost: February 8, 2016

Policy

The University of the Incarnate Word welcomes persons of diverse backgrounds and is therefore committed to providing reasonable accommodations for students wanting to attend religious observances even though they may conflict with university class meetings, assignments, or examinations. This policy is intended to ensure that both faculty and students are fully aware of their rights and responsibilities in the accommodation of students' religious observances.

Policy Requirements

1. Notification of Faculty

Students must inform instructors in writing at least two weeks before the religious holy days or religious activities, but preferably at the beginning of the semester, to enable planning and coordination of class assignments and examinations. In some professional schools the Dean's approval will also be required.

2. Making up missed work

- a. With instructor permission, make-up exams and assignments will be scheduled to be completed before the religious observance if possible or within a reasonable and specified time after the observance;
- b. Make-up work must be equivalent to and no more difficult than the original assignments;
- c. It is not appropriate to excuse a student from make-up work and consequently reduce the student's grade;
- d. Students are not required to prove attendance at religious observances in order to complete make-up work and complete a course;
- e. Because of time limitations at the end of the semester, this policy does not apply to the final exam period; student do have the option of requesting an incomplete grade (IP) for the course if the religious observance occurs at the end of the semester.

3. Disputes and Appeals

Should disagreements arise over any aspect of this policy, the student or instructor should contact Office of the Dean of the College or School that has oversight over the respective course. The procedures for the *Student Complaint Policy* are found in the *UIW Student Handbook & Student Code of Conduct*.

4. Communication of Policy

- a. The policy and procedure above are to be printed in the *UIW Student Handbook & Student Code of Conduct*.
- b. International Student & Scholar Services will include the policy in the *International Student Handbook* and *Welcome Week* literature.
- c. The policy will be included in the *Faculty Handbook* (Chapter 7 *Policies and Procedures on Instruction*).
- d. The policy as stated above will be included in the *Undergraduate* and *Graduate Bulletins* under "Attendance".
- e. Faculty will include the following statement in the course syllabus and announce the procedure the first day of class.

Class Absences for Religious Observances

The University of the Incarnate Word welcomes persons of diverse backgrounds and is therefore committed to providing reasonable accommodations for students wanting to attend religious observances and who will miss class. Students must inform instructors at least two weeks prior to attending a religious observance. Students use the form found in the UIW Student Handbook & Student Code of Conduct to request accommodations from the instructor.

University of the Incarnate Word
REQUEST FOR ACCOMMODATION FOR RELIGIOUS OBSERVANCES

TO BE COMPLETED BY STUDENTS

A hardcopy of this form must be submitted by the student to the instructor two weeks before the religious observance. A separate form must be submitted for each day and for each course. The instructor will fill in the bottom section of the form, then return the original form to the student and retain a photocopy.

Department: _____ Course number and name: _____

Instructor name: _____ Date submitted: _____

Student name: _____ Phone: _____

Student signature: _____ E-mail: _____

I request accommodation for the following religious observance:

Name of religious holiday: _____ Name of religion: _____

Day(s), date(s), and time(s) of religious holiday (e.g., "sundown Monday, September 29, through sundown Tuesday, September 30"):

The student's signature is attesting to the fact that this absence is due to a religious observance and that the information provided is true and accurate.

TO BE COMPLETED BY INSTRUCTOR

This request has been accepted by the instructor, and the following accommodations will be allowed:	
Instructor signature: _____	Date submitted: _____

Approved: _____ Date: _____

UIW School Dean (or designee)

I am very accommodating in terms of work or religious holy day observances. If you have work or religious commitments, please let me know two weeks in advance so we can work around your absence. The same goes for sick days, please let me know as soon as possible if an illness is keeping you from your studies.

IMPORTANT “DROP COURSE” INFORMATION:

It is the student's responsibility to drop their course within the 100% refund period to avoid assessment of tuition and fees. There will not be a university-initiated drop for non-participation. If you do not plan to attend, you must drop your courses by Friday at 5 p.m.(CST) of the first week of the term to be within the 100% refund period. You may do so by emailing your request to virtual@uiwtx.edu. **A \$50 administrative fee is applied for all drops from courses offered through the UIW Online. ARMY Students** must drop their course(s) through GoArmyEd and the drop fee will be waived.

Writing Style

Students are expected to submit all papers following the most current APA guidelines published by the American Psychological Association. Students should read and become familiar with these standards. Please refer to the APA reference manual (Version 6.0) or visit the APA website <http://www.apastyle.org/> where you will find examples and guidelines for every form of citation. There is also a YouTube help video that demonstrates how to set up your APA format and cite references.
<http://www.youtube.com/watch?v=9pbUoNa5tyY>

Academic Honesty

If you include a direct quotation from your source, you must put quotation marks around it within your paper or discussion posting. Failure to appropriately reference sources and put quotations around direct quotes will be regarded as a serious matter that will result in zero points.

I simply spot check paragraphs against various Web search engines and library databases for the words in your work. If any segment, however short, is found to be quoted without being put in quotations marks, the result will be a zero for the assignment. A grade of “F” for the course will be given for a second occurrence of this problem. Plagiarism is a serious matter.

University ADA Statement

Disability Accommodations:

The University of the Incarnate Word is committed to providing a supportive, challenging, diverse and integrated environment for all students. In accordance with Section 504 of the Rehabilitation Act – Subpart E, Title III of the Americans with Disabilities Act (ADA), and Title III of the ADA Amendments Act of 2008 (ADAAA), the University ensures accessibility to its programs, services and activities for qualified students with documented disabilities. To qualify for services, the student must provide Student Disability Services with the appropriate documentation of his or her disability at the time services and/or accommodations are requested.

Pregnancy Accommodations:

Under the Department of Education's (DOE) regulations implementing Title IX of the Education Amendments of 1972, the University does not discriminate against any student on the basis of pregnancy or pregnancy related conditions.

To request reasonable accommodations for disability, temporary disability (e.g., injury, surgery) or pregnancy, please contact:

Student Disability Services
4301 Broadway CPO 286
Administration Building – Suite 105
San Antonio, TX 78209
(210) 829-3997
(210) 829-6078
www.uiw.edu/sds

Title IX Information

Unlawful discrimination has no place at the University of the Incarnate Word. It violates the University's core values, including its commitment to equal opportunity and inclusion, and will not be tolerated. The University of the Incarnate Word prohibits sexual misconduct, that can include: (1) sex and gender based discrimination; (2) sexual and sex and gender based harassment (including a hostile environment based on sex or gender); (3) sexual assault; (4) sexual exploitation; (5) stalking; and (6) relationship violence (including dating and domestic violence). For more information, or to report an incident, please visit www.uiw.edu/titleix.

Tone in Our Classroom

Remember words often “hurt” more in writing than when spoken. That being said, students should ensure they carefully word their responses to their classmates, especially when debating an issue. I reserve the right to remove overtly negative language from the discussion threads and grade accordingly.

Grading Criteria

Assignments are weighted at 10%-20% of your final grade. Discussions are worth 5% of your grade per week.

Percentage	Letter Grade
92-100	A
90-91.9	A-
87-89.9	B+
82-86.9	B
80-81.9	B-
77-79.9	C+
70-76.9	C
67-69.9	D+
62-66.9	D
60-61.9	D-
Below 60	F

Course Assignments Points (100% Total)

Here is an outline and description of the different assignments that you will have in our class:

Assignments

WK 1 five links for Business Summary (ten percent of your Business Summary grade)
Post in the Assessment Folder for Week 1

WK 2 Business Summary 100 points (10% of overall grade)
Post in the Assessment Folder for Week 2

WK 3 Initial perception of Mission, Vision, Values and Core Competencies (30% of group project) Post in the Assessment Folder for Week 3

WK 4 Corporate Strategic Planning Process Group Project 100 points (10% of overall grade) Post in the Assessment Folder for Week 4 (Everyone must post)

WK 5 Business Unit Strategic Planning Process 100 points (10% of overall grade) Post in the Assessment Folder for Week 5

WK 6 Exit Exam (2-Hour Test) 100 points (10% of overall grade)
External Website (I will post grades once results have been sent back to me)

WK 7 six references for use with the Final Business Plan (10% of final business plan grade) Post in the Assessment Folder for Week 7

WK 8 Final Business Plan (200 points weighted at 20% of final grade)
Post in the Assessment Folder for Week 8 (Everyone must post)

Participation

Participation = 40% of final grade 800 points weighted at 5% per week

Total=100%

SCHEDULE OF READING AND ASSIGNMENTS:

Week One

At the end of each assignment, you will see a number inside the parenthesis. This is the Alternative Learning Equivalencies for this course. It is an expectation for the minimum amount of time (hours) you will spend on each topic each week. Its primary purpose is for accreditation standards we must maintain in each courses. Note, the homework or the actual assignments are not counted towards the Alternative Learning Equivalencies.

****Note the time required for each discussion question is 2.5 hours. This includes one half hour for your initial reply, then two hours to read and respond to two of your classmates. In order for these discussion questions and responses to work as intended, you must read all of your classmate's responses.**

Day 1 Post Bios (submit a brief biography introducing you to your instructor and fellow classmates). Navigate the course site. (.5)

Read Week 1 Lesson and all sources.

-Discussion Question #1 answer due Wednesday by Midnight then two responses (2.5)

-Discussion Question #2 answer due Thursday by Midnight then two responses (2.5)

-Sign up for your group in the Week 1 DQs then pick your company (.5)

-Assignment provide five resources (links) you may use to research your company (10% of your group project next week)

Week Two

-Discussion Question #1 answer due Wednesday by Midnight then two responses (2.5)

-Discussion Question #2 answer due Thursday by Midnight then two responses (2.5)

-Week 2 Group Collaboration (1)

-Assignment Due Sunday by 6:00 PM

-Participation: Six substantive comments (6 hours total)

-Business Summary:

Week 2 begins your group project. For this week your group will pick a large company that has a corporate, business and departmental presence. Examples of

such companies are Ford, Disney, Microsoft, 3M, Proctor and Gamble etc. Provide business summaries based on your research.

Your research and preparation should be collaborative, but everyone must submit a paper.

If everyone is submitting the same paper, make sure you put everyone's name on the cover page.

I will grade the paper that you submit in the Assessment Folder.

- a. Content, Analysis, Examination of the company = 70/100
- b. Length 1000-1500 words = 10/100
- c. Format, APA, Times New Roman 12 Pt, Cover Page = 10/100
- d. Sources List all references and provide citations = 10/100

Week Three

Read Weekly Lesson and all links

-Discussion Question #1 answer due Wednesday by Midnight then two responses (2.5)

-Discussion Question #2 answer due Thursday by Midnight then two responses (2.5)

-Link up to discuss group project in the supplemental discussion or other collaboration means (1)

-Assignment: provide initial perception of your company's mission, vision, values and core competencies (worth 30% on next week's project).

Week Four

Read Weekly Lesson and all links

-Discussion Question #1 then two responses (2.5)

-Discussion Question #2 is the group project discussion then two responses (2.5)

- Link up to discuss group project in the supplemental discussion or other collaboration means (1)

-Week 4 Assignment - Due Sunday by 6:00 PM

-Business Strategy PowerPoint Presentation

For this assignment you will further analyze your chosen company and conduct a Strategic Planning Process for this company at the corporate level. You have provided a business summary on this company in Week 2, now you will design the strategy, mission, vision, goals, etc. for the company as a group. This project will be turned in individually but the same grade will be assigned to the group. In other words, the group will work together and finalize the project then each student will submit the project under the assignments tab for Week 4. Projects are expected to be exactly the same for each member of the group.

****Please keep in mind, this is a developing process, your group has to go through this step by step and discuss along the way. You cannot simply divide the steps up or your strategy will be disjointed.**

Points will be assigned as follows:

- a. Content, Analysis, Examination and Application of business strategy=70/100**
- b. Length 10-15 slides (with notes) = 10/100**
- c. Format, (Appropriate to the material presented) 10/100**
- d. Sources List all references and provide citations = 10/100**

Example Format:

- 1. Mission (Come up with your own as a group)**
- 2. Vision (Come up with your own as a group)**
- 3. Values (This is becoming increasingly important)**
- 4. External Analysis (SWOT)**
- 5. Internal Analysis**
- 6. Core Competencies**
- 7. Identify overall Strategy (Growth, Retrenchment, Stability etc)**
- 8. Identify Strategic Goals (SMART)**
- 9. Implement Plan to Reach those Goals**
- 10. Establish a control mechanism for this strategy**
- 11. Wrap it up with a conclusion**

Week Five

Read Weekly Lesson and all links

- Discussion Question #1 answer due Wednesday by Midnight then two responses (2.5)**
- Discussion Question #2 answer due Thursday by Midnight then two responses (2.5)**
- Provide reflection and feedback for Week 4 assignment (1)**
- Week 5 Assignment - Due Sunday by 6:00 PM**

Business Unit Strategy Power Point

Now that you have your corporate strategy in place, you will apply this strategy to one business unit in the corporation (each team member pick one).

- 1. Mission (Come up with your own)**
- 2. Vision (Come up with your own)**
- 3. Values**
- 4. External Analysis (SWOT)**
- 5. Internal Analysis**
- 6. Core Competencies**
- 7. Identify overall Strategy (Low Cost Leadership, Differentiation, Focus)**
- 8. Identify Strategic Goals (SMART)**
- 9. Implement Plan to Reach those Goals**
- 10. Establish a control mechanism for this strategy**
- 11. Wrap it up with a conclusion**

In addition to this business unit strategy, you will demonstrate how the corporate and business unit strategy will be applied at the department level using your concentration. For example, if your concentration is accounting and your group's corporation was Disney, you might pick Parks and Resorts as your Business unit then discuss (in a couple slides) how the accounting department at the Magic Kingdom would execute this strategy. At the same time your marketing group partner might pick Disney Consumer products as his business unit and discuss how the strategy will be implemented at the functional level (Marketing Department) under the Disney Stores.

- a. Content, Analysis, Examination and Application of Corporate strategy to Business and departmental/functional level 70/100
- b. Length 10-15 Slides = 10/100
- c. Format, (Appropriate to the material presented) = 10/100
- d. Sources List all references (including text) and provide citations = 10/100

Week Six

Read Weekly Lesson and all links

- Discussion Question #1 answer due Wednesday by Midnight then two responses (2.5)
- Discussion Question #2 answer due Thursday by Midnight then two responses (2.5)
- Exit Exam (not counted towards hour computation)
- Group collaboration, Week 6 Group collaboration Business Unit Strategy feedback (1)

-Exit Exam

***(Note) This is a hard 125 question 2-hour test that evaluates you on many of the objectives from your past classes. It is important that you do your best on this exam.

The Bachelor of Science in Business Administration (BSBA) degree program is assessing the Core Professional Components (CPCs) as required by our accrediting body, ACBSP. By CPC, we mean management, marketing, information systems, etc. The goal of the assessment process is to ensure that UIW's ADCaP and Virtual University students are retaining the knowledge of the CPCs by assessing this knowledge as you, the student, enters and exits. The assessment process will be administered via a pre-test as you enter the program in Macroeconomics and a post-test as you exit the program in Capstone.

Beginning the fifth week of your Capstone Course, you will receive an email in your UIW email account from Ivy Software with a link to the exam, a user ID, and password to enter the exam. Please ensure your UIW email account is active, current, and accessible by the end of the first week of your course. If you're having problems with your UIW Email, please contact the Help Desk by visiting www.uiw.edu. The assessment exam must be taken during Week 6, will last two hours and contains approximately 125 multiple choice questions. You must take the exam on a computer with a solid internet connection!

Exam window closes at Midnight on Sunday (Central Time) of Week 6. This is an outside requirement so you must have the assessment completed before time expires. There are no opportunities to make up this exam.

- Exam scores of 45-100 will earn the full 100 points.
- Exam scores above 42 but less than 45 will earn 70 points.
- Exam scores above 40 but less than 42 will earn 50 points.
- Exam scores above 35 but less than 40 will earn 20 points.
- Exam scores of less than 35 will earn 0 points.

Week Seven

Read Weekly Lesson and all links

- Discussion Question #1 answer due Wednesday by Midnight then two responses (2.5)
- Discussion Question #2 answer due Thursday by Midnight then two responses (2.5)
- Link up to discuss final project in the supplemental discussion or other collaboration means (1)
- Assignment: Provide six resources to use for next week's business plan (counts as 10% of your grade for your final business plan)

Week Eight

-Read Weekly Lesson and all links

- Link up to discuss final project in the supplemental discussion or other collaboration means (1)
- Discussion Question #1 answer due Wednesday by Midnight then two responses (2.5)
- Discussion Question #2 answer due Thursday by Midnight then two responses (2.5)
- Post Final Paper on Wednesday (Midnight) of Week 8.
- Participation: Six substantive comments (6 hours total).

(Final) Business Plan (10-15 pages using APA writing style)

A business plan requires students to investigate one particular company in considerable depth and detail. Take the corporation you chose with your group and write a business plan for the corporation or the business unit you selected in Week 6 using the format provided. Your paper should include six references. Due on Wednesday of Week Eight. The paper should use six sources and be 10-15 pages in length. This plan may be collaborated as part of a group but will be turned in individually. For your plan you can either write it for the corporate office or the business unit (200 points). Example format:

- 1. Cover sheet/Title Page**
- 2. Table of contents**
- 3. Executive summary**
- 4. Mission (Your revised mission statement)**
- 5. Vision (Your revised vision statement)**
- 6. The company (Analysis/SWOT)**
- 7. The market (Analysis)**
- 8. Production, engineering and/or technology (Overview/how they do what they do)**
- 9. Sales and marketing (Overview)**
- 10. Management (Bios of Key Personalities)**
- 11. Financials (Analysis of financial statements, key metrics)**
- 12. The Strategy (Growth, Stability, Retrenchment, Combination)**
- 13. Strategic Goals (SMART)**
- 14. Implementation (Goals into steps on a timeline)**
- 15. Controls (Ways to ensure the goals are bring met)**
- 16. Conclusion (Wrap it all up)**
- Summarize with a statement that displays confidence and control. Hit on the major points.**
- 17. References**

*****Note Supporting Documents (Tax Statements, Letters of Intent, etc.) are not required for this business plan.**

- a. Content, Analysis, Examination and Application = 140/200**
- b. Length 2500-3000 words = 20/200 (Yes, this is a final paper and a bit longer than your weekly assignments).**
- c. Format, APA, Time New Roman 12 Pt, Cover Page = 20/200**
- d. Sources list all references (including text) and provide citations = 20/200**

Question ABOUT SYLLABUS?

Please send any questions about the syllabus to me at kdolasky@uiwtx.edu

Thanks, and I look forward to working with each of you.

Kent Dolasky
MBA, International Business

Documented Alternative Instructional Equivalencies (AIE's)
Extended Academic Programs – University of the Incarnate Word

Course Number and Section: BMGT 4375

Semester: Fall 1, 2016

Course Title: Business Policy and Strategy

Instructor: Kent Dolasky, MBA

Week	Alternative Instructional Equivalent (AIE) for Activity	Estimated Hours
<i>In-class Hours (if applicable)</i>	None this in an online course	
#1	-Post bio in the DQs (.5) -Week 1 DQ 1 five part question, two short research, two journaling questions based on the weekly lesson, one personal experience question) plus two follow up responses (2.5). -Week 2 DQ 2 three part question, one general discussion question, one research discussion question, one research case study on “The Wrong Strategy at the Wrong Time” plus two follow up responses. (2.5) -Sign up for group project team and pick company (.5)	6
#2	-Week 2 DQ 1 five part question, one based on the weekly lesson, two research based questions and two analysis level questions plus two follow up responses. (2.5) -Week 2 DQ 2 Discussion question requires students to begin assembling the business data and produce a summary outline. Students are required to post two follow up responses. (2.5) -Group Project students will interact for one hour via phone, online chat or synchronous online face to face interaction. (1)	6
#3	-Week 3 DQ 1 Research question five business analysis tools plus two follow up responses (2.5) -Week 3 DQ 2 Two general questions and one research question concerning five business ratios plus two follow up responses (2.5) -Link up to discuss group project in the supplemental discussion or other collaboration means (1)	6
#4	-Week 4 DQ 1 Research grand strategies plus give two follow up student responses (2.5) -Week 4 DQ 2 Discussion question requires students to coordinate through the strategic planning process as a group arriving at an outline at the end of the week. Students must post two follow up responses (2.5) -Group Project students will interact for one hour via phone, online chat or synchronous online face to face interaction. (1)	6

#5	<ul style="list-style-type: none"> -Strategic Planning Process two-way feedback session (1) -Week 5 DQ 1 two research based questions and business case on BP's oil spill in the gulf. Students will also responds to two classmates (2.5) -Week 5 DQ 2 two internet research questions on CSR and values along with a business case analysis concerning poor business ethics plus two follow up responses (2.5) 	6
#6	<ul style="list-style-type: none"> -Week 6 DQ 1 general discussion on the strategic planning process requiring two follow up responses (2.5) -Week 6 DQ 2 discussion focuses on strategy at the business unit level student must post individual business unit outlines and respond to two classmates (2.5). -Group Project students will interact for one hour via phone, online chat or synchronous online face to face interaction. (1) 	6
#7	<ul style="list-style-type: none"> -Week 7 DQ 1 general and research discussion requiring two follow up responses (2.5) -Week 7 DQ 2 general discussion question requiring student to post an outline and provide two follow up responses (2.5). -Group Project students will interact for one hour via phone, online chat or synchronous online face to face interaction. (1) 	6
#8	<ul style="list-style-type: none"> -Week 8 DQ 1 general question plus two follow up responses (2.5) -Week 8 DQ 2 course feedback plus two follow up responses (2.5) -Group Project students will interact for one hour via phone, online chat or synchronous online face to face interaction. (1) 	6
Total		48