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 780
BUSINESS CASE STUDY DESIGN SEMINAR

COURSE DESCRIPTION
The study of diverse methods of conducting case study research to improve applied research practice. Special attention will be given to conducting and writing case studies suitable for publication and use in Business Schools.

RATIONALE
BUSI 780 provides the student with the advanced-level research skills necessary to develop teaching case studies (and corresponding instructor’s manuals) for university business curricula. Such case studies are tools designed to teach learners how to identify and evaluate organizational issues, provide the basis for decision-making processes under various conditions, and help develop an understanding of problems involved in implementing the selected solution.

MISSION/VISION/PHILOSOPHY
The mission of the DBA program is to provide an opportunity for qualified students to attain academic, professional, and practical competence—within the Christian worldview—which prepares students for opportunities, and corresponding additional responsibilities, beyond the master’s degree level. The DBA program emphasizes practical and real-world applications in both the course work and the major applied doctoral research project requirements.

The vision of the DBA program is to produce graduates with intellectual and professional competencies in the following areas:

- the ability to present and defend arguments based on theories, concepts, and empirical evidence in matters relating to research methodology and research design, as well as those relating to the business disciplinary domain in which the research is located;
- the ability to demonstrate the capacity for reflective and analytical business thinking;
- the ability to draw together relevant concepts and theories from different business disciplines in order to gain a better understanding of the organizational context in which particular problems or opportunities arise;
- the ability to analyze problems and issues arising in business and management contexts, utilizing relevant theories, concepts, and empirical findings;
- the ability to identify and analyze questions and issues in business; and
- the ability to design, implement, and successfully conclude empirical research projects.

Each of the above will be considered in light of biblical principles, and be integrated within the Christian worldview.
The DBA program philosophy supports both the program mission and vision, and is as follows. PhD programs in business focus intensively on preparing candidates for academic careers and to conduct highly specialized academic research, i.e., the development of new theory in business and other related business fields. Doctor of Business Administration (DBA) programs focus on the application of theory rather than on the development of new theory. While also intended to prepare graduates for academic careers, the DBA, by virtue of its focus on application of theory, has more practical application in managerial settings than the PhD.

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](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. Select case characteristics and educational objectives including data dimensions, analytical methodologies, and value dimensions (Synthesis, DBA PLO 1).
   B. Organize case study data including field research and authorization for release (Synthesis, DBA PLO 1).
   C. Write a case study of an actual business/organizational situation (Synthesis, DBA PLO 2).
   D. Write a corresponding case study instructor’s manual (Synthesis, DBA PLO 2).
   E. Integrate a biblical worldview as a component of organizational ethics within the final case study instructor’s manual assignment (Synthesis, DBA PLO 4).

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 1/Week 1.
   C. Discussion Board Forums (3)
Discussion boards are collaborative learning experiences. Therefore, this course requires 3 distinct discussion forums. The specific requirements, point weightings, grading rubrics, and due dates are listed in the Course Content section of Blackboard.

D. Business Case Study

This course requires 1 Business Case Study. The specific requirements, point weightings, grading rubrics, and due dates are listed in the Course Content section of Blackboard.

E. Business Case Study Instructor’s Manual

This course requires 1 Business Case Study Instructor’s Manual. The specific requirements, point weightings, grading rubrics, and due dates are listed in the Course Content section of Blackboard.

VI. COURSE GRADING AND POLICIES

A. Points

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Points</th>
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<tbody>
<tr>
<td>Course Requirements Checklist</td>
<td>10</td>
</tr>
<tr>
<td>Discussion Board Forums (1 at 190 pts and 2 at 200 pts ea)</td>
<td>590</td>
</tr>
<tr>
<td>Business Case Study</td>
<td>200</td>
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<tr>
<td>Business Case Study Instructor’s Manual</td>
<td>200</td>
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<tr>
<td><strong>Total</strong></td>
<td>1000</td>
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</tbody>
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B. Scale

A = 960.0–1000.0  A- = 940.0–959.99  B+ = 920.0–939.99  B = 900.0–919.99
B- = 880.0–899.99  F = 0.00–879.99
C. Late Assignment Policy

If the student is unable to complete an assignment on time, then he or she must contact the instructor immediately by email.

Assignments that are submitted after the due date without prior approval from the instructor will receive the following deductions:

1. Late assignments submitted within one week of the due date will receive a 10% deduction.
2. Assignments submitted more than one week late will receive a 20% deduction.
3. Assignments submitted two weeks late or after the final date of the course will not be accepted.
4. Late Discussion Board threads or replies will not be accepted.

Special circumstances (e.g. death in the family, personal health issues) will be reviewed by the instructor on a case-by-case basis.

D. Academic Misconduct

Academic misconduct is strictly prohibited. See the Graduate Catalog for specific definitions, penalties, and processes for reporting.

E. Drop/Add Policy

Consult the Graduate Catalog for drop/add policies.

F. Feedback

Feedback on each phase of the Applied Doctoral Research Project will be conducted. Due to the extensive amount of work that students are placing into each submission, faculty take extreme care to provide substantive feedback to each student. Consequently, students should expect feedback on smaller assignments within seven (7) days. For larger assignments that require more feedback from the faculty member, feedback will be returned within fourteen (14) days. Each assignment has been notated as to the maximum amount of time a student may expect to have feedback returned.

G. 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.
VII. COURSE CALENDAR

<table>
<thead>
<tr>
<th>Module</th>
<th>Weeks</th>
<th>Reading &amp; Study</th>
<th>Assignments</th>
<th>Syllabus Outcome</th>
<th>Points</th>
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<tbody>
<tr>
<td>1</td>
<td>1 &amp; 2</td>
<td>Naumes &amp; Naumes: Preface, Prologue, chs. 1–4 1 presentation</td>
<td>Course Requirements Checklist DB Forum 1</td>
<td>A, B</td>
<td>10 190</td>
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<td>3 &amp; 4</td>
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<tr>
<td>3</td>
<td>5 &amp; 6</td>
<td>Naumes &amp; Naumes: Preface, Prologue, chs. 8–10 1 presentation</td>
<td>DB Forum 3</td>
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<td>4</td>
<td>7 &amp; 8</td>
<td>Business Case Study Business Case Study Instructor’s Manual</td>
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<td>C, D</td>
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DB = Discussion Board

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