

**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***

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### **BUSI 400**

#### **STRATEGIC PLANNING/BUSINESS POLICY**

#### **COURSE DESCRIPTION**

This capstone course for all business majors seeks to integrate the concepts, techniques, and knowledge of all areas of business administration. Its focus is strategic management which is studied in theory and then rigorously applied. This course is designed for final semester seniors.

#### **RATIONALE**

There is a need for a capstone experience in the business program that requires multi-disciplinary knowledge and skills including overall strategy, marketing, operations, human resource development, finance, accounting, economics, and behavioral and ethical elements.

#### **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. RECOMMENDED RESOURCE PURCHASE**

American Psychological Association. *Publication manual of the American Psychological Association*. Washington, DC: Author.

#### **IV. ADDITIONAL MATERIALS FOR LEARNING**

- A. Computer with basic audio/video output equipment
- B. Internet access (broadband recommended)
- C. Blackboard [recommended browsers](#)
- D. Microsoft Word (required), Microsoft Excel (required), and Visio (recommended)

#### **V. MEASURABLE LEARNING OUTCOMES**

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

- A. Analyze and evaluate complex business problems in internal and external organization environments.
- B. Recommend/implement courses of action and evaluate the impact that such actions and forces will have on organizational success.

- C. Demonstrate a working knowledge of financial statements and ratio analyses.
- D. Demonstrate an understanding of the functions of marketing, accounting, finance, human resource management, strategic management, and operations management and how these individual activities work together to optimize firm performance.
- E. Synthesize and articulate an optimal and ethical strategic plan founded upon Christian principles.
- F. Generate effective team management skills to produce team goals, strategies, and performance measures.
- G. Integrate biblical principles with critical issues affecting international business by discriminating between secular and Christian worldviews.

## **VI. 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. Individual and Group Assurance of Learning Exercises (6)

The text provides Cohesion Cases that flow throughout the reading assignments. The cases include a series of experiential exercises that may be assigned to individuals or groups for completion. The exercises apply text material to real organizational situations.
- D. Individual and Group Case Analyses (4)

The text provides a series of case studies for analysis and recommendations. These cases are about real-life business problems. The cases will be assigned for individual and group written reports. Case study and analysis is a very effective method for simulating actual management activity for students as they practice diagnosing strategic issues, evaluating alternative solutions, and recommending workable action plans.

## E. Peer Evaluation Scores

The instructor will assign groups at the end of Module/Week 1 that will share some assignments (e.g., group assignments). After each group assignment, the student will be required to evaluate the contributions of each of his/her group members. The student's group members will also evaluate his/her contributions. The resulting scores will be used to provide a final peer evaluation average for the student, which will affect his/her final grade for the group assignment. All peer evaluation scores will be awarded provisionally. **The final grade for each individual will be determined by factoring the group assignment grade from the instructor by the final peer evaluation average.** For example, if a group project receives a grade of 100 from the instructor and the student's peer evaluation average is 80, the final grade for that student for that group assignment would be  $100 \times .80$ , or 80. (Note: the peer evaluation average is calculated by taking all of the peer evaluation scores for an individual student and averaging them.)

**The final peer evaluation average for each group assignment cannot be determined until after all peer evaluation scores are completed.** Failure to submit a peer evaluation score will result in a reduction of the student's final grade for the group assignment.

## VII. COURSE GRADING AND POLICIES

## A. Points

Course Requirements Checklist	10
Individual Assurance of Learning Exercises (2 at 125 pts ea)	250
Group Assurance of Learning Exercises (4 at 62.5 pts ea)	250
Individual Case Analyses (2 at 125 pts ea)	250
Group Case Analyses (2 at 125 pts ea)	250
<b>Total</b>	<b>1010</b>

## B. Scale

A = 900–1010   B = 800–899   C = 700–799   D = 600–699   F = 0–599

## C. Quizzes/Tests/Exams

For timed quizzes/tests/exams, the student is required to complete the quiz/test/exam within the assigned time. For the student who exceeds this time limit, a penalty of 1 point will be deducted for each minute, or part thereof, he/she exceeds the assigned time limit.

## D. Writing Style

Although the assignments in this course do not require formal APA, all citations and referencing must be formatted according to the current APA manual. The student must utilize as many resources as possible in order to substantiate his/her position as opinions may easily be refuted.

E. Disability Assistance

Students with a documented disability may contact Liberty University Online's Office of Disability Academic Support (ODAS) at [LUOODAS@liberty.edu](mailto:LUOODAS@liberty.edu) to make arrangements for academic accommodations. Further information can be found at [www.liberty.edu/disabilitysupport](http://www.liberty.edu/disabilitysupport).

## ***COURSE SCHEDULE***

### **BUSI 400**

Textbook: David & David, *Strategic Management* (2017).

<b>MODULE/ WEEK</b>	<b>READING &amp; STUDY</b>	<b>ASSIGNMENTS</b>	<b>POINTS</b>
<b>1</b>	David & David: chs. 1, 10 1 presentation	Course Requirements Checklist Class Introductions Undergraduate Level Business Program Assessment Individual Assurance of Learning Exercise 1	10 0 0 125
<b>2</b>	David & David: ch. 2 1 presentation	Group Assurance of Learning Exercise 1 Peer Evaluation Score 1	62.5 *
<b>3</b>	David & David: ch. 3 1 presentation	Group Assurance of Learning Exercise 2 Peer Evaluation Score 2	62.5 *
<b>4</b>	David & David: ch. 4 1 presentation	Individual Case Analysis 1	125
<b>5</b>	David & David: ch. 5 1 presentation	Individual Assurance of Learning Exercise 2 Group Assurance of Learning Exercise 3 Peer Evaluation Score 3	125 62.5 *
<b>6</b>	David & David: ch. 6 1 presentation	Group Case Analysis 1 Peer Evaluation Score 4	125 *
<b>7</b>	David & David: ch. 7 1 presentation	Individual Case Analysis 2 Group Assurance of Learning Exercise 4 Peer Evaluation Score 5	125 62.5 *
<b>8</b>	David & David: chs. 8–9, 11 1 presentation	Group Case Analysis 2 Peer Evaluation Score 6	125 *
<b>TOTAL</b>			<b>1010</b>

\*Peer Evaluation Scores will be calculated with each group project to determine the final grades for group work (see the Course Syllabus).

**NOTE:** Each course module/week (except Module/Week 1) begins on Tuesday morning at 12:00 a.m. (ET) and ends on Monday night at 11:59 p.m. (ET). The final module/week ends at 11:59 p.m. (ET) on **Friday**.