



Undergraduate Course Syllabus

OL 421: Strategic Management and Policy

Center: Online

Course Prerequisites

ACC 202; MKT 113; ENG 123 or ENG 200; 90 credits.

Course Description

Business School Capstone Course. This interdisciplinary approach to the study of the process of strategic management includes strategic analysis planning, implementation, evaluation and control from the perspective of top management in profit-making U.S. and international corporations, and public and non-profit organizations. Text and case studies are used extensively. Writing and team intensive course. Experience with Microsoft Office or equivalent is required.

Course Outcomes

- Demonstrate business communication skills and etiquette for constructing personal and professional reflections in a variety of business environments
- Analyze strategic problem-solving skills for enhancing business success
- Analyze the use of quantitative and qualitative tools for informing strategic decision-making
- Assess ethical, legal, and social challenges for suggesting improvement and enhancement strategies
- Assess peer-to-peer and peer-to-leader collaboration for improving performance and decision making
- Analyze global business markets for informing future business expansion choices
- Analyze entrepreneurial and innovative approaches for solving authentic business problems

Undergraduate Business Core Competencies

1. Communication: Students will demonstrate an ability to communicate effectively through written, oral, and other forms of communication
2. Informational Technology: Students will master information technology principles and contemporary information technology applications and will be able to apply information technology to the greatest advantage in the many aspects of an organization's operations
3. Problem Solving: Students will develop the skills to identify problems quickly, analyze them reasonably, and find solutions creatively
4. Teamwork: Students will develop a broad range of interpersonal skills in order to function effectively as a participant in team and group situations
5. Analytical Skills: Students will appropriately use and apply quantitative and qualitative methods of analysis, data, applied mathematical and statistical techniques, and decision sciences whenever possible to attain organizational objectives

6. Global Orientation: Students will attain a multidisciplinary global perspective in order to understand others and make more effective international business decisions
7. Legal and Ethical Practices: Students will realize the legal and ethical considerations and implications of personal, social, business, and international business behavior and activities
8. Research: Students will be able to conduct primary and secondary research and apply the results for informed decision making
9. Strategic Approach: Students will be able to think and plan strategically in making business decisions
10. Leadership: Students will be able to function effectively as a team and organization leader

Required Materials

Using your learning resources is critical to your success in this course. Please purchase directly through the [SNHU Online Bookstore](#) rather than any other vendor. Purchasing directly from the bookstore ensures that you will obtain the correct materials and that the IT Service Desk, your advisor, and the instructor can provide you with support if you have problems.

Capsim Foundation

Students will purchase access to the Capsim Foundation business simulation and participate in eight competitive rounds in the simulation.

Capsim Foundations / Comp-Xm (Custom Package)

Management Simulation, Inc.

SKU #: 1511692

Diversity, Equity, and Inclusion

As indicated in our core values, SNHU is committed to “embrace diversity where we encourage and respect diverse identities, ideas, and perspectives by honoring difference, amplifying belonging, engaging civilly, and breaking down barriers to bring our mission to life.”

This may or will be reflected in SNHU’s curriculum as we embrace and practice diversity, equity, and inclusion (DEI) to provide the most transformative experience for our students, faculty, and staff. Because topics pertaining to DEI can be sensitive, please remember that embodying and practicing diversity, equity, and inclusion is one of our core values that you will encounter throughout the academic experience. In higher education, we are expected to think and engage critically. Use a growth mindset to embrace the diverse readings, course assignments, and experiences of your peers and faculty.

For more information about DEI at SNHU, please visit our website at the [Office of Diversity and Inclusion](#).

Instructor Availability and Response Time

Your class interaction with the instructor and your classmates will take place on a regular, ongoing basis. Your instructor will be actively engaged within the course throughout the week. You will normally communicate with your instructor in the weekly discussions or the General Questions discussion topic so that your questions and the instructor’s answers benefit the entire class. You should feel free, however, to communicate with your instructor via SNHU email at any time, particularly when you want to discuss something of a personal or sensitive nature. Your instructor will generally provide a response within 24 hours. Instructors will post grades and feedback (as applicable) within seven days of an assignment’s due date, or within seven days of a late submission.

Grade Distribution

| Assignment Category | Number of Graded Items | Point Value per Item | Total Points |
|------------------------------------|------------------------|----------------------|-----------------------------------|
| Capsim | | | 110 |
| Introductory Lesson and Quiz | 1 | | |
| Rehearsal Tutorial and Quiz | 1 | | |
| Practice Round 1 | 1 | | |
| Practice Round 2 | 1 | | |
| Competitive Round Participation | 8 | | |
| Discussions | 6 | 15 | 90 |
| Comp XM | 1 | 100 | 100 |
| Final Project | | | 700 |
| Midway Company Performance Summary | 1 | 100 | |
| Final Company Performance Summary | 1 | 600 | |
| | | | Total Course Points: 1,000 |

This course may also contain practice activities. The purpose of these non-graded activities is to assist you in mastering the learning outcomes in the graded activity items listed above.

University Grading System: Undergraduate

| Grade | Numerical Equivalent | Points |
|-------|--------------------------------|--------|
| A | 93–100 | 4 |
| A- | 90–92 | 3.67 |
| B+ | 87–89 | 3.33 |
| B | 83–86 | 3 |
| B- | 80–82 | 2.67 |
| C+ | 77–79 | 2.33 |
| C | 73–76 | 2 |
| C- | 70–72 | 1.67 |
| D+ | 67–69 | 1.33 |
| D | 60–66 | 1 |
| F | 0–59 | 0 |
| I | Incomplete | |
| IF | Incomplete/Failure * | |
| IP | In Progress (past end of term) | |
| W | Withdrawn | |

* Please refer to the [policy page](#) for information on the incomplete grade process.

Grading Guides

Specific activity directions, grading guides, posting requirements, and additional deadlines can be found in the Assignment Guidelines and Rubrics section of the course.

Weekly Assignment Schedule

All reading and assignment information can be found within each module of the course. Assignments and discussion posts during the first week of each term are due by 11:59 p.m. Eastern Time. Assignments and discussion posts for the remainder of the term are due by 11:59 p.m. of the student's local time zone.

In addition to the textbook readings that are listed, there may be additional required resources within each module.

| Module | Topics and Assignments |
|--------|---|
| 1 | Capsim Orientation 1-1 Discussion: Getting Started 1-2 Top Five Questions About OL 421 1-3 Interactive Roll-Over Document Review 1-4 Introductory Lesson Video and Quiz in Capsim 1-5 Rehearsal Tutorial and Quiz in Capsim 1-6 Practice Rounds 1 and 2 1-7 Final Project Review |
| 2 | Decision-Making Strategies Based on Forecasting 2-1 Discussion: Strategy 2-2 Decision Tips Document Review 2-3 Capsim Competitive Round 1 |
| 3 | Situational Analysis/Awareness 3-1 Discussion: Debrief Round 1 3-2 Capsim Competitive Rounds 2 and 3 |
| 4 | Rationalizing Strategies for Capacity 4-1 Discussion: Debrief Rounds 2 and 3 4-2 Capsim Competitive Round 4 |
| 5 | Strategic Process 5-1 Midway Company Performance Summary (PowerPoint) 5-2 Midway Company Performance Summary Peer Review 5-3 Capsim Competitive Rounds 5 and 6 |
| 6 | Creating Wealth 6-1 Discussion: Debrief Rounds 4, 5, and 6 6-2 Capsim Competitive Rounds 7 and 8 |
| 7 | The Stakeholders 7-1 Final Project: Final Company Performance Summary |
| 8 | CompXM and Career 8-1 Comp-XM 8-2 Discussion: Career Resources |

Course Participation

Course participation is required within the first week of the term for all online courses. *Participation* in this context is defined as completing one graded assignment during the first week of the course. Otherwise, students will be administratively removed for nonparticipation. Students who do not participate during the first week may forfeit their rights to be reinstated into the course. Students who stop attending a course after the first week and who do not officially withdraw will receive a grade calculated based on all submitted and missed graded assignments for the course. Missed assignments will earn a grade of zero. See the [course withdrawal policy](#) and the [full attendance policy](#) for further information.

Late Assignments

Students who need extra time may submit assignments (excluding discussion board postings) up to one week after the assignment due date. Discussion board submissions will not be accepted for credit after the deadline except in extenuating circumstances.

- A penalty of 10 percent of the total value of the assignment will be applied to the grade achieved on the late assignment regardless of the day of the week on which the work is submitted.
- Students who submit assignments more than one week late will receive a grade of zero on the assignment unless they have made prior arrangements with the instructor.

Students must submit all assignments no later than 11:59 p.m. (in their own time zone) on the last day of the term. No assignments are accepted after the last day of the term unless an incomplete has been submitted. See the [incomplete grades policy](#).

There may be times an instructor makes an exception to the late assignment policy. Instructors may accept late work, including discussion board posts, with or without prior arrangement.

- Exceptions to the late policy on these grounds are left to the instructor's discretion, including whether the late penalty is applied or waived. Students should not assume that they will be allowed to submit assignments after the due dates.
- If an instructor finds that they are unable to determine whether an exception to the late policy would be appropriate without documentation, the collection and review of student documentation should be handled through the Dispute Resolution team in order to protect the student's privacy. In these cases, students should file a [Student Concern Dispute form](#) to have the circumstances reviewed.

If a student is experiencing (or knows they will experience) a circumstance, including pregnancy, that is protected under the Americans with Disabilities Act or Title IX, they are encouraged to contact the [Online Accessibility Center \(OAC\)](#) as soon as possible to explore what academic accommodations might be offered. Instructors must honor all deadlines established through the OAC.

Student Handbook

Review the [student handbook](#).

ADA/504 Compliance Statement

Southern New Hampshire University (SNHU) is dedicated to providing equal access to individuals with disabilities in

accordance with Section 504 of the Rehabilitation Act of 1973 and with Title III of the Americans with Disabilities Act (ADA) of 1990, as amended by the Americans with Disabilities Act Amendments Act (ADAAA) of 2008.

SNHU prohibits unlawful discrimination on the basis of disability and takes action to prevent such discrimination by providing reasonable accommodations to eligible individuals with disabilities. The university has adopted the [ADA/504 Grievances Policy](#) (version 1.2 effective October 16, 2017), providing for prompt and equitable resolution of complaints regarding any action prohibited by Section 504 or the ADA.

For further information on accessibility support and services, visit the [Disability and Accessibility Services](#) webpage.

Academic Integrity Policy

Southern New Hampshire University requires all students to adhere to high standards of integrity in their academic work. Activities such as plagiarism and cheating are not condoned by the university. Review the [full academic integrity policy](#).

Copyright Policy

Southern New Hampshire University abides by the provisions of United States Copyright Act (Title 17 of the United States Code). Any person who infringes the copyright law is liable. Review the [full copyright policy](#).

Withdrawal Policy

Review the [full withdrawal policy](#).

Southern New Hampshire University Policies

More information about SNHU policies can be found on the [policy page](#).