**Department: Management**

**Course Number: BUS478**

**Instructor: Sharon Beaudry, J.D., SPHR**

This syllabus is subject to change.  Changes will be updated in Canvas.

**Instructor Information**

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**E-mail Communication Policy:** I generally respond to e-mails once a day, usually in the morning.   Please be aware that if you e-mail me in the evening, you may not receive a reply until the next morning.  Use this link to [**Book an Appointment with me. (Links to an external site.)**](https://outlook.office365.com/owa/calendar/SharonBeaudry@oregontech.info/bookings/)

**Course Overview/Description**

This course focuses on the evaluation of strategic and operational decision-making and the applying of strategic management theory. Comprehensive analysis of a global business will be conducted by applying strategic theory to a hands-on simulated business.   Performance analysis will be conducted in all areas of the business including, finance, marketing, information technology, operations, human resources, legal/ethical, and social performance.

**Course Objectives and Outcomes**

**Student Learning Outcomes:**

The following student learning outcomes are addressed in BUS478:

* **ESLO**:
  + **communicate** effectively orally and in writing
  + engage in a process of **inquiry and analysis**
  + collaborate effectively in **teams** or groups
* **PLO**:
  + Apply the legal, ethical, social, and economic environments of business in a global context.
  + Analyze business concepts and apply strategic planning skills to effect change in an integrated manner.

**Measured Course Outcomes:**

Upon completion of this course, students will be able to:

* Explain the strategic management process
* Apply synthesize inter-related business concepts and functions
* Apply the legal, ethical, social, and economic environments of business in a global context.
* Apply strategy tools to analyze firm and industry positions
* Strategically analyze a company’s present business position, its resources, and competitive capabilities and its long-term direction
* Evaluate the competitive challenges of a global market environment and defend strategy recommendations

**Textbook/ Materials**

Gamble,  J., Thompson, A. , Peteraf, M. (2013). *Essentials of strategic management*.  (3rd ed.). New York, NY: McGraw-Hill/Irvin.  **ISBN-13:** 978-0078029288

Simulation:  The business strategy game.  [http://www.bsg-online.com (Links to an external site.)](http://www.bsg-online.com/) .  Cost- $44.95 each student

**Expectations & Notifications**

**General Expectations**: It is expected that you will be able to demonstrate your ability to synthesize ideas, articulate clearly, and add a level of professionalism required from a college student.

**Video Recording**:  If any synchronous video sessions are held in the class, students should be aware that all sessions will be recorded and posted for other students.

**Late Policy:**It is your responsibility to ensure that your assignment is properly uploaded by the due date/time.  If Canvas is not working, send your assignment to me via e-mail by the due date/time.

* Any late work will automatically receive a 5% deduction for each day late.  Any work submitted after 10 days will receive a 50% reduction.
* ANY EMERGENCIES MUST BE COMMUNICATED PRIOR TO THE DUE DATE TO BE CONSIDERED AS EXCEPTIONS TO THIS POLICY.

**Incomplete**:  An incomplete grade will only be considered in extenuating circumstances.  An incomplete will only be considered, at the discretion of the instructor, if all of the following conditions are met: 1) the quality of your work has been satisfactory (average of C or higher); 2) you have experienced a serious emergency situation which has precluded you from completion of a major course event prior to the end of the course; 3) you can provide written documentation of such event within two weeks of the situation, but no later than the last day of the term; 4) a plan for completion of incomplete work is communicated to the instructor prior to the last day of the term.  In the case an incomplete is granted, the incomplete must be resolved during the term immediately following the course or an alternative grade will result and will be permanent.  See full college policy in catalog.

**Academic Ethics:**Collaboration among your peers is encouraged however, however the work you submit must be your own.  *Share your knowledge, but not your work.*All work must be developed and completed by the individual student, unless it is a team assignment.

**Assignments (See details below)**

**Discussions (25%)**:  Discussion activities require you to read the chapter material and show your ability to understand the concepts or apply them to a case. You will be required to interact and respond with your online classmates as well.  Grading based on short answer rubric.

**Exams (25%):**There are TWO exams throughout the term covering material from the chapters and BSG simulation. Each exam will be made up of true/false, and multiple-choice, essays.  Also, there are TWO quizzes on the BSG game.

**BSG Simulation (35%):**To apply our course knowledge, we will be utilizing The Business Strategy Game. You will individually operate an athletic footwear company that produces and markets both branded and private-label footwear and competes head-to-head against footwear companies run by other members of the class. Each decision round, you are faced with 53 types of decisions, spread across the business functional spectrum to include: corporate social responsibility, production operations, plant capacity, HR, shipping, pricing and marketing and financing of company operations.

* **Initial Company Strategy & weekly reports**: This initial document will outline company name, strategy, vision, mission, and objectives. Also, you will submit details about your weekly decisions.
* **Video Presentation**You will prepare a final video presentation.  You will present your strategic vision, mission, and objectives for the company, your company’s strategy and how it has evolved, which companies you consider to be your closest competitors in the market, your company’s performance and market standing, and lessons learned.
* **BSG Simulation Score** A combination of the actual result values and the company rankings will create a final score within the simulation.  **Any student who misses two or more decision rounds will have this score reduced by 50% or more.**

**Strategic Essays (10%)**:  You will also be assigned TWO strategic essays that require you to apply strategic theory and practices.

**Self-Assessments (5%)**:  These are a series of weekly self-check-ins to reflect on the quality of your work in the class.