

BUA190: Strategic Business Management

Course number and section
Spring 20022

Number of Credits: 3.0

Days Class Meets: Saturday

Date: 1/31/2022 – 4/30/2022

Time: 7:30 am to 10:30am

Location: Gus Harrison

Instructor: Jennifer Burdick

Course Description

Why do some business succeed while others fail? How can you promote the growth and sustainability of your organization? And what is your role as a future business owner or manager in the overall success of your organization? This course will outline and describe the strategies that a company's managers pursue to have a major impact on the company's performance and compete in the dynamic global nature of today's organizations.

Students will explore the following topics as they gain an added understanding of strategy: strategic management, competition and competitive advantage, developing strategies, and implementing strategies.

Prerequisite(s)

CIS 095, ENG 085, and ENG 090

Course Objectives

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

- Develop the accepted vocabulary and terminology of strategic management
- Understand the nature of competitive advantage as it applies to the global business
- Develop strategies to gain competitive advantage
- Describe the methods managers can use to implement strategic business decisions

Course Competency

Learn about the strategies involved in owning and managing a business. Specifically, research and develop a strategic analysis of a business to include an understanding of core business areas, definitions and terms, principles, and theories prevalent in the global enterprise.

Textbook

- **Strategic Management: Integrated Approach** Edition: 13th
Author: Hill, Schilling, Jones
ISBN: 9780357033845
Copyright Year: 2020
Publisher: Cengage

The course pack all of the scores for the potential grade. Contact your instructor if you are missing a grade.

Grading Scale

GPA	GRADE RANGE
4.0	94-100%
3.5	89-93%
3.0	84-88%
2.5	78-83%
2.0	72-77%
1.5	66-71%
1.0	60-65%
0.5	55-59%
0.0	0-54%

Failure

- Failure to turn in assignments for the class.
- Plagiarism
- Failure to respond to instructor over multiple weeks
- See academic honesty policy – failure to comply
- Failure to comply with COVID or any other safety measure put forth by the college or the facility

Academic Honesty Policy

Academic Honesty is defined as ethical behavior that includes student production of their own work and not representing others' work as their own, by cheating or by helping others to do so.

Plagiarism

Plagiarism is defined as the failure to give credit for the use of material from outside sources. Plagiarism includes but is not limited to:

Submitting other's work as your own

Using data, illustrations, pictures, quotations, or paraphrases from other sources without adequate documentation (giving credit to the original creator)

Reusing significant, identical or nearly identical portions of one's own prior work without acknowledging that one is doing so or without citing this original work (self-plagiarism)

Cheating

Cheating is defined as obtaining answers/material from an outside source without authorization.

Cheating includes, but is not limited to:

Plagiarizing in any form

Using notes/books/electronic material without authorization

Copying

Submitting others' work as your own or submitting your work for others

Altering graded work

Falsifying data

Exhibiting other behaviors generally considered unethical

Allowing your work to be submitted by others

Course Management

Withdrawals must be handled through the facility navigator

Makeup Policy

I will accept late work on the next hand in for full credit, anything after that will be marked down 25 to 50% off.

Academic Advising

Academic advising is facilitated via your navigator and the CEP team.

Student Responsibilities

- Find out where and how you are to turn in your homework.
- Attend sessions with the instructor (dates, times, and place to be assigned by facility)
- Respond to any messages from your instructor in the manner described by your instructor

Attendance- Participation Policy

Regular class participation inside the facilities are marked by attendance and keeping up with the work described in the course pack as well as contact with your instructor (MDOC JPAY)

While meeting in-person – instructors are looking for participation regarding content from the book or course pack. Reading the material prior to the class is VERY helpful.

Yes, viewing the videos is helpful for a deeper understanding of the content covered in the book. It is a visual representation of the units and chapters.

If for some reason (see Caveat) in-person classes are cancelled or changed. Please note that part of being a good leader is the ability to adapt. Be flexible in your approach to learning.

Caveat

Please note: The format and timing of this course may need to change due to unforeseen circumstances. In particular: school closings, instructor illness, weather, or other situations that may arise.

All COVID safety protocols in place are based on current guidelines and will be enforced while students are within the classroom at your facility

The listing below indicates how many points you earn for each activity:

- **ATTENDANCE / PARTICIPATION (up to 120 pts possible)**
 - Please note that this is over 10% of your final grade
 - Class participation will be measured by your attendance, level of engagement during class and/or participation in JPAY check-ins.
 - It is expected that each student attend class. Therefore, attendance will be taken during the semester.
 - For classes without a discussion forum, your participation is measured by your overall participation in classroom discussions.

- **HOMEWORK and Reflections (580 pts possible)**

- For the chapter reflections, you should be reflecting on the proposed question and offering your own insight. Each essay must follow the directions found within the assignment packets.
- It is important to work ahead on your assignments and hand in as much work in person for quick feedback.

- **Final Project (75 pts possible)**

- We will have one assignment due during the course of the semester to a) reflect on our learning and b) to assist with the development of your business plan. These must be completed and will gauge your understanding of key concepts associated with contemporary business operations. See the end of the syllabus for detailed instructions for each assignment.

- **EXAM (100 pts possible)**

- We will a final exam that will cover all reviewed material. I will provide more information on these exams during our course.

Activities: Tentative activities, which are subject to change:

Participation =	120
Assignments =	500
Reflections =	80
Final project =	75
Exams =	100
Total =	815

Grading Scale

GPA	GRADE RANGE
4.0	93 - 100%
3.5	88 - 92%
3.0	82 - 87%
2.5	76 - 81%
2.0	70 - 75%
1.5	64 - 69%
1.0	58 - 63%
0.5	52 - 57%
0.0	0 - 51%

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- Plagiarizing in any form
- Using notes/books/electronic material without authorization
- Copying
- Submitting others' work as your own or submitting your work for others

- Altering graded work
- Falsifying data
- Exhibiting other behaviors generally considered unethical
- Allowing your work to be submitted by others

Failure

Anyone caught cheating on an assignment or quiz will receive a zero for that task. If caught cheating more than once, the student will receive a zero for the class. All academic dishonesty violations will be reported to the Dean of Business and Human Services.

Course Management

It is the responsibility of each student to manage their progress through the course. If circumstances arise beyond the control of the student, it is imperative that the circumstances be communicated to the instructor. You should be monitoring your grade throughout the semester. Waiting until the final week or the day after the conclusion of our course is not the time to assess your overall performance. Finally, at the conclusion of our course it is unacceptable to ask for a “bump up” in your grade. If you monitor your own performance and do your best, a “bump up” is not required. Again, your success is up to you.

For course withdrawals, **it is ultimately the responsibility of the student to withdraw from the course.** Simply not attending class will not classify as a withdrawal. You should also contact your instructor when considering a withdrawal.

If you are unable to complete the course due to extenuating circumstances, please refer to your academic catalog for specific qualifications and details related to an “incomplete” grade.

Help

If you need help with a topic, start with your fellow classmates. Ask questions and learn from each other. If you still need help with a topic, please ask your instructor. I am here to help you and want you to succeed. Lastly, tutors (plus additional services for academic success) can be accessed by calling 796-8415 or by stopping by the Center for Student Success (see this link: <https://www.jccmi.edu/center-for-student-success/tutoring-center/>). Students requiring special assistance (including those affected by the Americans with Disabilities Act) should contact the Center for Student Success. This is the first step in acquiring the appropriate accommodations to facilitate your learning.

It is important to contact a Center for Student Success professional prior to the start of the semester in order to receive accommodations in a timely manner. While we will make every effort to coordinate accommodations in a timely manner, failure to self-identify prior to the start of the semester may delay notification to instructors and timeliness of acquiring accommodations. Accommodations do not automatically carry over to the next semester.

<https://www.jccmi.edu/center-for-student-success/accommodations-for-students-with-disabilities/>

Calendar

Please see the calendar in the packet. Please note, calendar timelines and assignments are an approximation and could be changed. Your instructor will offer advance notice of any changes.

Important Dates: Spring 2022

DATE	EVENT
JAN 30 TH	DAY AND EVENING CLASSES BEGIN
MARCH 6 TH -MARCH 12 TH	SPRING BREAK NO CLASSES
APRIL 30	LAST DAY OF CLASS

Student Responsibilities

- Follow the requirements in the Academic Honesty document posted in this class.
- Read assigned chapters before coming to class.
- Assignments will be due in accordance with the course calendar.
- Attend all classes and be on time. If you are absent, you are still responsible for all information presented and for turning in any assignments that are due.
- The student is responsible for the material covered in a missed class. Notify your instructor in advance if you are going to miss a class and make arrangements to make up any missed work.
- Participate in class activities and discussions in a responsible and considerate manner. Student discussion and questioning is required.
- Points are earned for learning, not for effort or best intentions.
- Appropriate business talk and written work (grammar, spelling and capitalization) are expected.

Attendance Policy

In compliance with Federal Title IV funding requirements, as well as college initiatives, reporting of student participation in classes will be recorded throughout the semester. Students identified as no longer participating will be dropped or administratively withdrawn from the class, and students identified as needing academic assistance will be contacted.

PLEASE NOTE: If you do not log into our JetNet class by Day 3 of our first week, you may be dropped from our course.

Classroom Policy

Be respectful of your instructor and your peers. This is a learning community – and we all will learn something – so be positive and encouraging of those around you. Any behavior considered being disruptive, disrespectful, inappropriate, or threatening will be addressed by the instructor and/or security and/or the Dean of Students. Consequences may involve deduction of points/grade and/or may include removal from class.

In addition, cell phones and other electronic communication devices are not to be used during class for any type of communication or social media. I reserve the right to temporarily pause class if you are on your device.

How To Contact Your Instructor

1. Use your JPAY account
2. Put the course name and section in the subject line and include a few words to describe your email (e.g. BUAXxx.xx – Assignment question);
3. Be sure to include a specific question and/or a message with complete information;

These are common communication practices that demonstrate your good human relations skills and offer you the opportunity to practice your newly develop business acumen. Our Business Advisory Group of business leaders in the community expects that you will have these abilities.

Tips!!

- It may be surprising to learn how much of student **success depends directly upon you, the student.**
- Generally speaking, students who have come to class, submitted homework ON TIME, and prepared for each week's tests have generally done well in the class. **This is not a guarantee, but your effort can significantly affect your final grade.**
- **Please read feedback offered for every assignment.** The intent is to learn from your assignments and improve throughout the semester. If you do not read the feedback, you may be making the same mistakes and having points deducted.
- **Do not wait until the last minute to submit work.** If you wait until 11:00pm ET to start your quiz, work on your simulation, or complete your assignments and computer issues arise, you may be late in your submission. Remember, all late work will be penalized 50% regardless of reason. If you are able to complete your work early in the week, you can avoid the "it's due tonight" stress. Please plan ahead now.
- **Find a "study buddy."** Your "study buddy" will help to remind you of upcoming assignments and can serve as a class teammate to address ideas and concerns.
- We may not review every topic included in each chapter during our time together in the classroom. **It is your responsibility** to review the assigned readings to prepare for any quizzes and complete your assignments.
- **Writing and reading make up a significant portion of our class, especially for the online version of BUA190.** At times, talking and listening are replaced by reading and writing. If you do not like to read and find it difficult to write, this class, either in person or online, may not be for you.
- **Schedule a quiet place** for class three (3) times each week as well as studying.
- Talk with friends/employers about business topics we study to reduce study time and memorization as well as increase retention.

Grading Rubric

Grade	Evaluation
A	Student demonstrates full grasp of the subject area. Depth of answer is appropriate for type of question asked and necessary support and evidence is given for answer. Student shows excellent understanding of the material. High levels of analysis, synthesis and evaluations used. Answer is accurate, legible and organized for optimum communication and free of spelling and grammar mistakes.
B	Student demonstrates general understanding of the subject area but lacks advanced concepts. Student did not fully support answer with necessary facts and evidence but student shows a good understanding of the material. Moderate levels of analysis, synthesis and evaluations used. Answer is accurate with nominal level of errors in spelling, grammar, syntax or organization.
C	Student demonstrates peripheral knowledge of the subject but did not answer specific question. Student shows some understanding of the material but did not support answer with necessary facts and evidence. Significant level of errors in writing mechanics or organization.
D	Student's answer did not address question asked. Student made attempt at answer but missed the point of the question. Student's work meets bare minimum requirements in content and lacks some key understanding of the material. Document organization and/or mechanics are well below professional expectations.
F	Does not meet minimum requirements in content. Work shows little understanding of material. Grammar, structure and spelling are not on college level.

Caveat

The instructor reserves the right to amend this syllabus as deemed necessary and will communicate such amendment to the students in the course.