



COURSE SYLLABUS

Course: WCOB 3016 Business Strategy and Planning

Prerequisite: A business student must complete the pre-business requirements before enrolling for this course. WCOB 2013, WCOB 2023, WCOB 2033, and WCOB 2043 must each be completed with a grade of "C" or better. This course is restricted to Walton College students.

Course Description:

Integrative study of the managerial decisions; introduces students to an understanding of strategic competitiveness and the way in which business strategy is formulated and implemented; uses a combination of theoretical and experiential approaches to designing business plans for key decisions, implementing these decisions, and monitoring their effects.

Prerequisites:

1. This course is restricted to Walton College Students
2. All pre-business requirements must have been completed before enrolling for this course.
3. Markets and Consumers, Human Resources, Financial Resources, and Production and Delivery of Goods and Services must each have been completed with a grade of "C" or better.

Value of the Course:

1. Assists students in integrating expertise acquired in diverse functional areas such as marketing, production, finance, etc.
2. Allows students to come to grips with the realities of managing businesses through a holistic lens as compared to viewing it through a narrow functional perspective.
3. Provides students with the skills to analyze internal and external environments and to evaluate, design, and implement strategies/business plans for small and large businesses.

Course Objectives:

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

1. Develop an in-depth business plan
2. Analyze and evaluate the content of competitor's business plans.
3. Describe how a new business plan is implemented or an existing business plan changed.
4. Evaluate the progress of a business plan and make strategic mid-course corrections.
5. Explore the complexities involved in managing multi-product, and multi-national firms.

Textbook and Other Required Materials:

This course is centered on interactive learning and around a semester long computer business simulation. You will need to obtain the following materials:

1. **Text: Strategic Management** by Hitt, Ireland, & Hoskisson, South-Western Cengage Learning. 10th edition, ISBN-13:978-1-133-49523-9.
2. **Simulation: Capstone®**, by Capsim Management Simulations, Northfield Illinois, available at

<http://www.capsim.com/homepage.cfm>. **However, do not sign up for the simulation till you are informed to do so by me.**

3. **Supplemental Articles:** In addition we will be posting articles that will be required readings. These articles will be posted on Blackboard at least two weeks before you are required to read them.

This course requires you to purchase the cases (from HBR) and the Capstone simulation. It is critical that you purchase these materials and do so at the beginning of the semester. **YOU CANNOT PASS THE COURSE WITHOUT OBTAINING THESE COURSE MATERIALS.**

Course Management Software:

Blackboard will be used to provide you with course materials, including course syllabus, handouts, PowerPoint slides, and assignments. **It is essential that you check the Blackboard site regularly (every day if possible) for updates and changes.** Every student has a Blackboard login and password with which you can access this course. If you have not used Blackboard before your login is the first part of your university email address (without the @uark.edu) and the password is “changeme”, one word lower case without the quotes. The Blackboard URL is <http://blackboard.walton.uark.edu>. You should access this page regularly for the latest announcement and course activities.

Class Procedures:

This is a 6- credit hour course. Regular class meetings will involve a variety of teaching methods --from lectures and class discussions to problem solving and simulation exercises. **It is important and expected for you to come to class with advance preparation (reading and assignments) completed.** Your grade for the course will depend on both individual work and group work, as outlined below:

Examinations:

There are three term exams and one final exam. The ***final exam is COMPREHENSIVE*** over Chapters 1-5 and is common among all sections of WCOB 3016 Business Strategy and Planning. ***Questions concerning the grading of a particular exam/quiz question must be submitted in writing and must be resolved within two weeks after the exam/quiz is returned.*** After that period, all grades are final. Neatness and legibility of exams are considerations in evaluation of exams.

If an EXCEPTIONAL circumstance arise that forces a student to miss an exam, the student must (1) notify the instructor prior to the time the exam is administered with (2) the reason why and the appropriate documentation. The instructor will determine whether the absence is excused or not excused based on the information provided. No make-up exam will be administered. The student's Exam score for the missed Exam will be the same score he/she earns on the next schedule exam.

Make-up Quiz

Make up quizzes will be provided only in EXCEPTIONAL circumstances and only after the student has documented the reason for missing the quiz and the absence excused by the instructor. Make-ups quizzes will only be given at the next scheduled class session and only if the student notifies the instructor via email before the regular scheduled quiz time.

Late Assignment Policy:

Unexcused late assignments will be penalized by 10% of the maximum assignment value per each 24 hours the assignment is late. Please make every effort to turn in all assignments on time.

Attendance and Participation Expectation:

YOU ARE EXPECTED TO ATTEND CLASS AND ARRIVE BEFORE CLASS SESSIONS

START. Because this is an interactive class, learning depends on attendance. While we do not take formal attendance, we do take routine attendance on quiz days. Should you be unable to attend class, it is **the class policy that you must email your teammates, before class begins, copying your instructor with the fact that will not be in attendance and the reason you will not be able to attend.**

ACTIVE PREPARATION FOR AND PARTICIPATION IN CLASS IS EXPECTED. PLEASE MAKE NO MISTAKE THAT ACTIVE CLASS PARTICIPATION DOES NOT EQUAL ONLY CLASS ATTENDANCE. It is evaluated by **both attendance** (50% of the class participation grade), **preparation** (reading text, articles and preparing for class), **and contribution and contribution relevance** during class and to class discussion. Please be aware that **absences from class will negatively impact** the points you earn for class participation and quizzes.

Grading and Grading Scale:

Your course grade consists of many components, reflecting the many aspects of this course.

- The grading schedule will be as follows and totals 1,000 points:
 - Content—600 points
 - Quizzes (best 10 of 12 quizzes given) — 50 pts.
 - 2 Cases Preps (two at 40 each) — 80 pts.
 - Business Plan preparation --- 80 pts
 - Exams (three at 60 each) —180 pts.
 - Final Exam —160 pts.
 - Class participation — 50 pts.
 - Simulation—400 points
 - Practice rounds — 20 pts.
 - Team selected (objective) measures —160 pts.
 - Good governance guidelines — 60 pts.
 - Assignments (Competitive Data Summaries, --- 120 pts.
Competitive Analysis Reports, etc.)
 - Team presentation — 40 pts.
 - Peer evaluation (3 during semester) --- neg pts depending on
peer ratings

Point Range	Grade
900-1000	A
800-899	B
700-799	C
600-699	D
Below 600	F

Issues with Earned Points or Grades:

All issues with earned point scores or assignment grades must be resolved with the instructor prior to the Final Exam (with the exception of the Final Exam itself). Please be aware that, after the Final Exam, the instructor will not enter into discussions, award, or “negotiate” any additional points that would revise, either up or down, the student’s earned points or grade. The one exception to this policy are issues or questions relative to the Final Exam. Other than that, points earned prior to the Final Exam are final before the Final Exam is administered.

No Opportunities for Extra Credit:

The only opportunities for points are those shown in this syllabus, specifically under the Grading and Grading Scale section above. There will be no other opportunities for extra credit. Please do not make any request for extra credit of the instructor as the instructor will not respond to such requests.

Academic Honesty:

This policy is only a part of the University's effort to promote academic integrity in all aspects of its programs. By necessity, this part discusses only prohibited acts and a process of applying sanctions. The ultimate goal, of course, is to provide an atmosphere that will make superfluous the procedures and sanctions that follow. Please refer to the University Catalog of Studies.

Ethics and values are very important in the world of business, non-profit and government organizations. We will consider ethical issues in business throughout this course. Ethics and values are also important in education. Instructors will assume, unless there is evidence to the contrary, that you are an ethical student. In case of any student or group is found to have engaged in unethical practices, they will be given a failing grade in the class. **Unethical actions include (but are not limited to) plagiarizing, quoting from published/internet materials without identifying the source, copying during exams and quizzes, assisting others in the class during exams and quizzes, and so on.**

Class Disruptions:

Students have an important role in maintaining a classroom environment optimal for learning, and are expected to treat each other with respect during class, using thoughtful dialogue, and keeping disruptive behaviors to a minimum. Class discussions are interactive and diverse opinions will be shared; please be thoughtful in sharing your perspectives and responses with one another. Other behaviors that can be disruptive are chatting and whispering during class, the use of electronic equipment, reading the paper during class, preparing to leave before class is over, and consistently arriving late to class. Please keep these behaviors to a minimum. Abusive language is inappropriate and will not be tolerated. *Inappropriate behavior in the classroom may result in a request to leave the class and/or a referral to the Office of Community Standards and Student Ethics.*

Inclement Weather Policy:

If class is cancelled due to inclement weather, I will make all efforts to communicate the cancellation to all students. In most cases I’ll post a note on blackboard and/or email students about the closure.

Please check the regular Blackboard course site to determine if that day's class has been canceled. If the University of Arkansas officially closes then classes will be canceled regardless of any Blackboard announcements.

Accommodations for Students with Disabilities:

Students are responsible for requesting accommodations from the Center for Students with Disabilities (CSD), *according to their procedures and policies*. It is the policy of the Walton College of Business that students must also request accommodations from their instructor. To verify the eligibility of the student, students are expected to show their CSD identification card to the instructor when they *first* request accommodation. The student is to provide a written request for *each test* accommodation to their instructor (an e-mail will suffice provided you have received a reply from the instructor). Both *the requests to the CSD and to the instructor* are to be made at least ten school days before the test date.

Changes to the Syllabus:

A syllabus and course matrix are tools to help you plan your time. Every effort is made to make both as complete as possible, but there may be occasions when changes are required, including changes in the grading components (assignments may be changed or dropped). ***The instructor will announce any deviations from this syllabus or the accompany course activities matrix in class and announcements will reinforce through Blackboard.***