**UNIVERSITY OF WISCONSIN-GREEN BAY COURSE SYLLABUS**

**BUS ADM 482: Strategic Management**

**Fall Semester, 2020**

**Online** 

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(**Please make sure to send emails with your name and class info in subject line for e.g. Bruce Wayne -482-Sec ###**)

***Textbook (required):***

This ISBN includes **3 components**: (1) the **text**, (2) a **Connect code**, and (3) a **simulation code** (GloBus). If you buy the textbook from somewhere other than the bookstore, make sure you also purchase the Connect Code and the GloBus simulation code. The bundle sold by the bookstore has ebook+Connect+Globus

Thompson, Strickland III, & Gamble; Crafting and Executing Strategy: Concepts and Readings, 22nd Edition. ISBN: 9781264027200

***Course Description:*** The course focuses on the formulation, selection and implementation of business strategies through assessment of organizational performance; competitive, market and industry analysis; development of strategic positions and identification of strategic opportunities.

***General Education Designation***: This course is designated as a “Capstone Experience”

***Program-level Learning Objectives:***

* LG1: Communication

Goal: Students will be effective communicators

Objective: Students should demonstrate effective communication skills.

* LG2: Problem-Solving

Goal: Students will be critical thinkers

Objective: Students will apply problem-solving skills to complex challenges representative of those facing the business community.

* LG3: Teamwork

Goal: Students will be effective team members

Objective: Students should demonstrate Effective Teamwork Skills.

* LG4: Corporate Social Responsibility

Goal: Students will consider Corporate Social Responsibility in their decisions.

Objective: Students should evaluate business decisions in terms of how they impact corporate social responsibility.

***Course Objectives:*** Upon completion of the course, students should be able to:

* Think strategically about a company, its present business position, its long-term direction, its resources and competitive capabilities, the caliber of its strategy, and its opportunities for gaining sustainable competitive advantage.
* Conduct strategic analysis in a variety of industries and competitive situations and have a stronger understanding of the competitive challenges of a global market environment.
* Be acquainted with the managerial tasks associated with implementing and executing company strategies.
* Integrate the knowledge gained in earlier core courses in the business school curriculum and understand how different aspects of business need to be managed in strategic harmony for the organization to operate in winning fashion.
* Understand how and why ethical principles, core values, and socially responsible management practices matter greatly in the conduct of a company’s business.
* Exercise managerial judgment, assess business risk, and have an improved ability to make sound business decisions and achieve effective outcomes.
* Gain insight about how to work within teams to apply strategic management concepts, techniques and tools to solving organizational problems.

This course is entirely online- as such we will make extensive use of the University’s software for delivery i.e. Canvas. Please make sure to check the course Canvas dashboard/ homepage at least once every 48 hours.

**Canvas:** If you have not used it before or would like to brush up on it, please take a look at the videos available at this link: <https://community.canvaslms.com/community/answers/guides/video-guide#jive_content_id_Students> or learn more by reading the manual at <https://community.canvaslms.com/docs/DOC-10701>

**Please go through the syllabus thoroughly** – Investing a little time initially will help you know about course requirements, deadlines etc. and help you avoid any unpleasant situations later as all information pertaining to the course is included herein. Please note that the syllabus is subject to change at my discretion- you would have a week’s notice about any changes that may occur.

***Methods of Instruction:***

The “class periods” will consist of PowerPoints, individual and team projects, quizzes, chapter exercises etc. There is thus, a lot of content in the assigned material, that you are expected to know.

***Components for Evaluation of Performance and Grading System (Assessment):***

| **Components** | **Max Points** |
| --- | --- |
| Exams x 2 (150 points each) | 300 |
| Chapter quizzes x 12 | 120 |
| Chapter exercises x 12 | 120 |
| Chapter SmartBook assignments x 12 (highly recommended) | optional |
| Simulation | 250 |
| Individual Project 1: CSR Essay | 110 |
| Individual Project 2: GloBus PPT | 100 |
| TOTAL | 1000 |

| **FINAL GRADE** | **FINAL PERCENTAGE** | **(expressed in points)** |
| --- | --- | --- |
| A | 93.00% – 100% | 930+ |
| A/B | 88.00% – 92.99% | 880-929 |
| B | 83.00% – 87.99% | 830-878 |
| B/C | 78.00% – 82.99% | 780-829 |
| C | 73.00% – 77.99% | 730-779 |
| C/D | 68.00% – 72.99% | 680-729 |
| D | 60.00% – 67.99% | 600-679 |
| F | 0 – 59.99% | Below 599 |

***!!!! Please note due dates and times for exercises, exams and projects carefully !!!!***

All projects and exercise are due by the due date, unless otherwise noted. A penalty of 10% of the total point value will be deducted for each day the submission is late. If the submission is turned in later in the day than it is due, it is still late and will receive a penalty. All grading will be reported and recorded through your grade book on Canvas.

***Extra Credit:***

There *may* other extra credit given for research surveys or bonus assignments etc. from time to time-but these are not certain and the best way to ensure you do get the grade you aim for, is to read the material, attend class, prepare well for the exams, and do your best work on all exercises and projects.

***Course Lessons:***

In addition to the PowerPoint slides, the Canvas site for this course may include a variety of other materials that will help you “absorb” the information in each chapter. The materials may include learning objectives, media clips, additional study questions, etc. Because each student learns differently, I encourage you to seek the materials that help you the most and to use them throughout the semester as you prepare for exams and projects.

**In addition, I understand many students like to proceed at their own pace for online classes and therefore all the material (except exams) is already available to you.**

Exams will be available over weekends (from Friday until Tuesday) so that those of you work have a wide window to complete it in. Due to this wide window, I will not be making any extensions or offering makeups. Exam reviews will be posted 3 days before exam availability.

**You must make sure however that everything is turned in/uploaded/completed by the due dates however (last page contains this schedule)**

Thus, you should -

1. *Read the assigned chapter*
2. *Go over the PowerPoint- The “Notes” section of the slides, has detailed information/explanation about each slide’s material. (The “Notes” section can only be seen when you download the slides)*
3. *Complete the Chapter quiz, the exercise and the SmartBook assignment. Make sure this is done by due date. (see info on these below).*
4. ***Work on the simulation project with your team***
5. Work towards your individual assignments
6. *Go over any optional material/practice material if you’d like*

***Team Project: Simulation***

Yes, it is indeed difficult to work in online teams- however, there are numerous organizations across the world that are increasingly using remote and virtual teams. This is a very useful skill to develop. To this end, we do have a team project as part of this class. This assignment is 350 points in total so please work on it in a timely manner (it includes the simulation, a PPT and 2 quizzes on the simulation).

Students will work in teams of 3-5 students to complete the team assignment. Team members will independently complete a peer review at the end of the project to assess their team members’ performance. ***Team members will have the ability to lower their team members’ grade so please do your very best on the team project.***

***Online Chapter Exercises***

For each of the chapters, we have online exercises due in the McGraw Hill Connect portal. The Connect learning portal will allow you to better learn and practice the materials from our text. This is a substantial component of your total grade so make sure to do the exercises by the due date. These online exercises are worth 360 points total. The instructions for using Connect have been provided Canvas.

The Chapter exercises you must complete will consist of a chapter quiz , an exercise (case/other), and a Smartbook (test on material) exercise. While I recommend you complete these as soon as you’re done reading the chapter each week, they are actually due in March (Chs. 1-6) and May (Chs. 7-12) as the syllabus shows. All exercises must be completed by their due date by 11:59 pm though all of them can (and ideally should) be done earlier of course.

* The quiz will consist of multiple choice questions- 10 questions on each chapter. This will be worth 10 points. These are very good practice for what our exam questions would be like.
* The exercise will consist of a short case or video with 3-4 associated questions. This will be worth 10 points.
* The SmartBook exercise requires you to read the chapters and answer questions as you go along. A great tool for learning and very adaptive to your personal learning. (You can see an orientation video on this tool in Connect). The Smartbook exercise is a time-consuming but very helpful way to learn as you move along the chapter. I recommend doing this optional exercise, but as it takes 2-3 hours work for each chapter, it’s optional.

***Individual Assignment #1 : Essay on importance of Corporate Social Responsibility***

This assignment requires you to write an essay discussing the importance of ethics and corporate social responsibility in organizations and the role that can be played by organizational members in ensuring that these concepts are a part of the organization at all levels and a constant part of the decision-making. This should be a minimum of 4 single spaced pages including the cover page or any reference pages you may include. It is for 100 points. More instructions will be made available in Canvas.

***Individual Assignment #2 : PowerPoint on GloBus Simulation***

This assignment requires you to submit a brief PowerPoint on your simulation performance and what you learned. It is for 100 points. More instructions will be made available in Canvas.

***Exams***

Two (2) timed, exams will be administered on the dates, at the times, and having the coverage indicated in the class schedule. Each exam will consist of multiple choice questions mainly but may include short answers as well. The time provided for the exams is enough to answer the questions if you know the material. The exam will cover material from the textbook. Detailed instructions will be provided later in the semester.

***Exam Reviews***

About 3 days before each exam, I will be posting reviews of the more important material. This will aid in your ***revision*** efforts.

***Course Policies:***

* *COVID-19 Policies*

## Statement on Face Covering

In response to COVID-19, and in alignment with the  [UW Green Bay Building Access Policy OP 15-17-01-c,](https://greenbaywi.gov/DocumentCenter/View/5730/Resolution---Face-Coverings-PDF) the Center for Disease Control and Prevention [guidelines](https://www.cdc.gov/coronavirus/2019-ncov/community/colleges-universities/considerations.html), and the established requirements of the Board of Regents of the University of Wisconsin System; face coverings are required at all times while on campus. This includes the classroom, laboratory, studio, creative space, or any type of in-person instructional activity, and public spaces."

Face coverings shall satisfy the stated recommendation is the [Phoenix Forward: Return to Campus Plan](https://www.uwgb.edu/UWGBCMS/media/coronavirus/pdf/UWGB-Return-to-Campus-Plan-July-Aug-2020.pdf) pages 8 & 9.

Students that cannot wear a face covering due to a medical condition or disability, or who are unable to remove a mask without assistance may seek an accommodation through the Office of COVID-19 Response.

## Statement on Social Distancing

As instructors, we cherish our interactions with students. As citizens in these peculiar times we must acknowledge that face coverings are not a substitute for social distancing. Students shall observe current social distancing guidelines where possible in accordance while in the classroom, laboratory, studio, creative space (hereafter referred to as instructional space) setting and in public spaces. Students should avoid congregating around instructional space entrances before or after class sessions. If the instructional space has designated entrance and exit doors students are required to use them. Students should exit the instructional space immediately after the end of instruction to help ensure social distancing and allow for the persons attending the next scheduled class session to enter.

## In accordance with [UWS 17](https://docs.legis.wisconsin.gov/code/admin_code/uws/17) and [UWS 21 Wis.Admin.Code](https://docs.legis.wisconsin.gov/code/admin_code/uws/21) a student may be subject to disciplinary sanctions for failure to comply with policy, including this syllabus, for failure to comply with the directions of a University Official, for disruptive behavior in the classroom, or any other prohibited action. This prohibited behavior includes but not limited to failure to follow course, laboratory, or safety rules, or endangering the health of others. A student may be dropped from class at any time for misconduct or disruptive behavior in the classroom upon recommendation of the instructor and subject to the procedure established in UWS 17. A student may also receive disciplinary sanctions through the Office of Judicial Conduct for misconduct or disruptive behavior, including endangering the health of others, in the classroom.

## COVID-19 Resources

Consider including links to one or more of the following:

* UWGB Coronavirus Information page  
  <https://www.uwgb.edu/coronavirus/>
* Wisconsin Department of Health Services COVID-19: Avoid Illness page  
  <https://www.dhs.wisconsin.gov/covid-19/protect.htm#:~:text=wash%20your%20hands.-,Wear%20a%20cloth%20face%20covering%20over%20your%20mouth%20and%20nose,6%20feet%20away%20from%20others.&text=Masks%20or%20cloth%20face%20coverings,remove%20the%20covering%20without%20assistance>
* CDC Coronavirus page  
  <https://www.cdc.gov/coronavirus/2019-ncov/index.html>
* *Course Announcements:* I will make frequent use of the Canvas course tools to keep you informed about course activities, topics, projects, etc.
* *Course Correspondence:*All correspondence will be sent through Canvas which should “push” the mail to your UWGB email accounts but it is your responsibility to ensure that you check and respond to emails. While all important announcements will be posted to the Canvas course interface, any personal correspondence to you and/or other announcements may be sent via email. I will respond to emails within 24-48 hours and will monitor it more frequently during exam times. (**Please make sure to send emails with your name and class info in subject line for e.g. Bruce Wayne -482 Sec ###**)

### *Academic Dishonesty Policy/ Student Responsibilities:* UW-Green Bay provides penalties for misconduct by students, including academic dishonesty. Academic dishonesty includes cheating and plagiarism. Academic misconduct includes any act in which a student:

1.    Takes credit for the work of others through plagiarizing, not using proper citation etc.

2.    Causes intentional damage to the course materials, academic work of other students

3.    Uses unauthorized materials, forges, fabricates or falsifies data in an exam or assignment

4.    Assists other students in these acts

5.    Cheats in exams, submits others’ academic work as their own without proper citation, giving credit

6.    Any other activity listed in UW- Green Bay academic misconduct document that can be found at <https://libguides.uwgb.edu/c.php?g=35043>

Academic misconduct will result in the disciplinary actions mentioned in the UW-Green Bay academic misconduct document and other course related disciplinary actions like reduction of grades, getting an F grade and so on.

*Student Accessibility Services:* Consistent with federal laws and the policies of the University of Wisconsin, it is the policy of UW-Green Bay to provide appropriate and necessary accommodations to students with disabilities. If you are require any academic accommodations, please contact the Student Accessibility Services (SAS) Director (phone: 920-465-2841; email: [sas@uwgb.edu](mailto:sas@uwgb.edu); website: [www.uwgb.edu/sas](http://www.uwgb.edu/sas)) to register and/or request services. If you have already established accommodations through the ACCESS program through the SAS Office, please communicate your approved accommodations with me at your earliest convenience so we can discuss your needs in this course.

* *Technical Issues Policy:*
  + **What to do in case of technical issues:**
* Step 1: Contact Connect/ Canvas/ Globus/ UWGB helpdesk as the appropriate (a tech support document is provided in Canvas- PLEASE SAVE THIS TO YOUR COMPUTER so you can access whenever needed)
* Step 2: **Contact me via email with information about your conversation/correspondence with them** and let me know you had a problem with the ticket number- Canvas, Connect, Globus, UWGB helpdesk all provide a ticket number, so irrespective of the issue you’ll have one.
* Step 3: **Continue trying to get into the system** periodically to finish your assignment
* **What I will do:**

Scenario (a) **if it’s a system-wide outage or website issue** and it’s too close to the deadline, I may at my discretion allow extra time. Please do not expect this in all circumstances. If I deem that there will be enough time for you to still manage your assignments, I may not extend time.  
Scenario (b) **if it’s an isolated incident** and not a system-wide outage, I will likely not make extensions. *But if I have been informed in time and due process as mentioned in steps 1-3 has been followed*, I may make an exception/ offer an alternative form of assignment to make up the grade. This is at my discretion and on a case-to-case basis.

* *Sundown Rule:*You have one week (from when grades are released) to inquire about your grade on an exam, exercise, assignment, or project. The exception to this is the Final exam where inquires may extend into the new term. The purpose is to resolve any issue during the term and not wait until the last week of the term.
* *Make-up policy:* For missed exams, an opportunity to make-up the exam may be provided at my discretion. For approved absences, make-up exams will be permitted such as for an athletic event. Graded elements, that are missed because of non-school sponsored activities/reasons cannot be made-up. I may allow you to make up an assignment ONLY if you are on a school sponsored activity and I receive written notification from the university, coach, or organization sponsor, priorto the same.
* *Civility and Online Etiquette:* Civility and decorum are expected at all times. You are welcome to your own opinion and encouraged to express it, but you must do so in a mature and sincere manner. You must also make sure your opinions are informed and well-supported.

*\*Please note that the syllabus is an organic document that could undergo changes throughout the semester – but you will be informed of any changes in a timely manner.*

***Class schedule***- TENTATIVE: (Can be modified by the Professor with one week pre-warning)

| **Week** | **Date** | **What to work on this week** | **What’s Due (by 11:59 PM on Sundays- except Exams)** |
| --- | --- | --- | --- |
| Week 1 | Sept. 2 – Sept 6 | Syllabus+ Ch 1 |  |
| Week 2 | Sept 7- Sept 13 | Ch 2 + Ch 3 |  |
| Week 3 | Sept 14- Sept 20 | Ch 4 + Ch 5 | GloBus Quiz 1 |
| Week 4 | Sept 21 – Sept 27 | Ch 6 + Globus practice 1 | Practice Decision 1 |
| Week 5 | Sept 27- Oct 4 | Exam Time! | Chs 1-6 in Connect |
| Exam 1 |
| Week 6 | Oct 5- Oct 11 | Globus practice 2 | Practice decision 2 |
| Week 7 | Oct 12- Oct 18 | Ch 7 + Ch 8 |  |
| Week 8 | Oct 19-Oct 25 | Ch 9 + Decision Y6 | Decision Y6 |
| Week 9 | Oct 26- Nov 1 | Ch 10+ Decision Y7 | Decision Y7 |
| Week 10 | Nov 2- Nov 8 | Ch 11 and 12 | Individual Assignment #1 |
| Week 11 | Nov 9- Nov 15 | Decision Y8 | GloBus Quiz 2 |
| Decision Y8 |
| Week 12 | Nov 16- Nov 22 | Decision Y9 | Decision Y9 |
| Week 13 | Nov 23- Nov 29 | Thanksgiving Break | |
| Week 14 | Nov 30- Dec 6 | Simulation Conclusion | Individual Assignment #2: Powerpoint on GloBus Simulation |
| Peer Evals |
| Week 15 | Dec 7- Dec 13 |  | Chs 7-12 in Connect |
| Week 16 | Dec 14- Dec 20 | Exam Time! | Exam 2 |