BA 590 Strategic Business Concepts & Applications, Spring 2023

Contact Information

Dr. Shane Spiller
Grise Hall 212, 270-791-3477 available via text, or call
Shane.spiller@wku.edu
Office Hours: Available most days/evenings, Monday 7 pm CT And also
please contact for appointment. Personal zoom room #270 791 3477

Preferred Communication Method and Expected Response Time

Email, text, or call anytime. I usually respond very quickly unless I am in a meeting, or class

Course Description

Strategic Business Concepts and Applications synthesizes analytical tools of business and industry analysis into a useable framework and then practices using that framework to make strategic recommendations.

Prerequisites (If any)

Must be taken in the final third of your program of study, most students find success when they take this course after all of the core classes.

Required Text(s) and Materials

Strategic Management adapted by Reed Kennedy, with Eli Jamison, Joe Simpson, Pankaj Kumar, Ayenda Kemp, Kiran White, and Kathleen Manning.

The Book is Free, and available in various forms at
https://vtechworks.lib.vt.edu/handle/10919/99282

This course is rooted in current events with current organizations. Access to the web for news is a must.

Course Format:

100% asynchronous online course with no required synchronous meetings. There will be a live zoom session each Monday night where attendance is not required (but offered) – that session will talk about current business events, the course material, and assignments for the week. It will be recorded and posted.

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Course Objectives/Outcomes

Course Objectives	Practice/Experience in Course	Assessment of Outcome
To develop thought processes and analytical skills critical to strategic thinking	Discussion boards on the materials, and case assignments	All submissions will be read and graded for completeness, application of concepts, and insights
To integrate concepts and models learned in previous coursework with real world situations, assessing business risk, competitive advantage and strategic options.	Discussion boards on the materials, and case assignments	All submissions will be read and graded for completeness, application of concepts, and insights
To build your skills in conducting strategic analysis in a variety of industries and competitive situations	Discussion boards on the materials, and case assignments	All submissions will be read and graded for completeness, application of concepts, and insights
To reflect on your career at this new crossroads and think about goals and aspirations	Resume review/update and life plan	Submission with effort
To raise your consciousness about the importance of ethical principles, personal and company values, and socially responsible management practices.	Discussion boards on the materials, and case assignments	All submissions will be read and graded for completeness, application of concepts, and insights
To view the total enterprise as operating in an increasingly global market environment	Discussion boards on the materials, and case assignments	All submissions will be read and graded for completeness, application of concepts, and insights

Course Requirements

Weekly assignments that apply to that week's concepts. Instructions and expectations will be different each week. Assignments are due by Sunday night.

Updated resume and personal life plan with optional meeting with the professor. By the approximate midpoint of the course each student will be expected to submit an updated resume (reflecting MBA completion!) and life plan. Additional guidance will be posted on blackboard.

Case Analysis, two team submissions. One of the team submissions must be accompanied by a recorded team presentation of your recommendations. Guidance and expectations will be posted on blackboard. All cases will have prompts on blackboard and will be due on Sunday night. The second team case will have the additional expectation of a recorded video presentation as part of the prompt (this can be done using Zoom).

Course Policies

Grading: Discussion board postings are read and graded within the same week as submitted. Case assignments are graded and returned within a week.

Email/Communication: I am typically available via email, text, or phone. If I do not respond quickly it is because I am in a meeting, or working on an answer for you.

Zoom meetings: Each Monday evening at 6 pm CT I will be on Zoom recording live-any student is welcome to attend (using the zoom code 270 791 3477), however it is not required. I will record these sessions and post on blackboard. I am available to meet with a student, or team, via zoom by request.

Late Work: Generally late work in not accepted. Please communicate any issues you are having about work completion before it is a problem.

Group Work: We will do small teams for analyzing the two cases. The teams will be assigned by the professor, however I will accept input into those teams (I will honor any request of someone you do NOT want to work with)

Grading Scale

Grade components	Points	Percentage of grade
Group cases	300	30%
Resume Update/Life Plan	100	10%
Discussion board & other assignment	600	60%

Course Schedule/Outline/Due Dates

This course will be organized by weeks, with weeks starting on Mondays and ending the following Sunday. On blackboard the assignments and materials will be organized by weeks.

Each week will begin with a zoom session/video hosted by me recorded on Mondays at 6 pm CT. The session is open for anyone to attend, but is not required. During that session I will go over the material of the week linking the concepts to current events.

Technology and Technical Skill Requirements

- Students must be proficient in the use of computers, the Internet, browsers, Microsoft Office Word, and other common applications.

- Students must be able to use their WKU email, as well as the following tools in Blackboard Ultra: course messages, assignments, discussion board forums, tests, blogs, journals, wikis, and groups.

- Any meetings with the professor will use Zoom.

- Adobe Acrobat Reader may be needed to read some files. This plug-in is available free. (URL: https://get.adobe.com/reader/)

- Students may be required to submit assignments as Microsoft Word documents (.docx), using the most recent Microsoft Office suite. Microsoft Office 365 is provided to WKU students free of charge at the following address: https://td.wku.edu/TDClient/34/Portal/KB/ArticleDet?ID=12

Technology Assistance

If you have technical problems, please contact of the following:

- WKU Information Technology Services Helpdesk: https://www.wku.edu/its/service-desk/ or call 270-745-7000

- Blackboard Student Support: https://help.blackboard.com/Learn/Student

University Policies

ADA accommodation

In compliance with University policy, students with disabilities who require academic and/or auxiliary accommodations for this course must contact the Student Accessibility Resource Center located in Downing Student Union, Room 1074. The SARC can be reached by phone number at 270-745-5004 [270-745-3030 TTY] or via email at sarc.connect@wku.edu. Please do not request accommodations directly from the professor or instructor without a faculty notification letter (FNL) from The Student Accessibility Resource Center.

Title IX Discrimination & Harassment

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Academic Integrity

The maintenance of academic integrity is of fundamental importance to the University. Thus it should be clearly understood that acts of plagiarism or any other form of cheating will not be tolerated and that anyone committing such acts risks punishment of a serious nature.

Academic Dishonesty

Students who commit any act of academic dishonesty may receive from the instructor a failing grade in that portion of the course work in which the act is detected or a failing grade in a course without possibility of withdrawal. The faculty member may also present the case to the Office of Judicial Affairs for disciplinary sanctions. A student who believes a faculty member has dealt unfairly with him/her in a course involving academic dishonesty may seek relief through the Student Complaint Procedure.

Plagiarism

To represent written work taken from another source as one's own is plagiarism. Plagiarism is a serious offense. The academic work of a student must be his/her own. One must give any author credit for source material borrowed from him/her. To lift content directly from a source without giving credit is a flagrant act. To present a borrowed passage without reference to the source after having changed a few words is also plagiarism.

ChatGPT/Other AI resources

While students could complete some of the work in this course using any of the various AI resources now available, you should be aware that the professor does read submitted materials and randomly checks submitted work using AI detection resources. Work that seems suspect, or that is flagged as AI generated could result in charges of academic dishonesty.