WKU MBA
GORDON FORD COLLEGE *of* BUSINESS

BA 555 Strategic Leadership
Summer 2024

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, Tuesday 6:30 pm CT on Zoom And also please contact for appointment. Personal zoom room (number is same as phone) #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

This course is designed to improve understanding of strategic planning, implementation, and performance measurements in contemporary organizations. Students will explore the tools, techniques, benefits and limitations of strategic planning and management in the context of contemporary organizations, the role of organizational leaders as a key player in strategic management, managing stakeholders, assessing the organizational capacities as well as the external environments, and identifying adoption strategies. Emphasis will be place on strategic initiatives, change management, and leading through change in contemporary organizations.

Prerequisites (If any)

None

Required Text(s) and Materials

None, access to the internet is necessary

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 Tuesday night where attendance is not required (but offered) – that session will talk about current events, the course material, and assignments for the week. It will be recorded and posted.

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Course Objectives/Outcomes

Students should acquire a basic understanding of strategic planning and implementation that helps public managers refine their ability to think and act strategically in managing environmental challenges and improving program performance. Students are expected to apply the basic concepts and ideas of strategic planning and management introduced in the course to policy and program decisions linking strategic intentions to program performance

Course Requirements

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

Semester Projects:

Leader Interview Paper Each student will complete a paper where they interview leaders and analyze the answers they receive. The paper expectations are on blackboard.

Leadership/Decision Making Book/Podcast Review Each student will submit a choice of a book or podcast on leadership, decision making, or strategy read, and submit a book review or podcast review (of multiple episodes!) for class consumption. Instructions will be on blackboard.

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 Tuesday evening at 6:30 pm CT I will be on a 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 on zoom by request.

Late Work: Generally late work is generally not accepted, however that is 100% subject to professor determination. Please communicate any issues you are having about work completion before it is a problem and we can work something out.

Grade components	Points	Percentage of grade
Leader Interview Paper	350	35%
Leadership media review	200	20%
Module assignments	450	45%

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 Tuesdays at 6:30 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.

That session will also serve as open office hours

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](https://get.adobe.com/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

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.

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.

Pregnant and Parenting Students
Western Kentucky University does not discriminate against any student or exclude any student from its educational programs or activities, including classes or extracurricular activities, on the basis of pregnancy and/or pregnancy-related conditions such as, but not limited to, childbirth, false pregnancy, termination of pregnancy, or recovery therefrom. Students who seek pregnancy or pregnancy-related accommodations should

make their requests as soon as possible via WKU's Title IX Website at www.wku.edu/titleix/ under the heading, "Pregnancy or Pregnancy-Related Conditions." Students can also contact the Title IX Coordinator, Ena Demir, via email at ena.demir@wku.edu or by phone at (270) 745-6867 to request accommodations or seek assistance. We encourage students and faculty to work together to establish a plan that allows the student to complete the class and coursework without jeopardizing academic integrity and course standards. The Title IX Coordinator can help facilitate conversations between students and faculty regarding appropriate and reasonable accommodations.

If you are a WKU student and believe that you have experienced an incident(s) of discrimination or harassment based on pregnancy (or pregnancy related conditions or issues), please report it to the Title IX Coordinator via email at ena.demir@wku.edu or by phone at (270) 745-6867.

Additional resources for pregnant and parenting students can be found on WKU's Title IX Website at www.wku.edu/titleix/.