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**COURSE SYLLABUS**

**Course:** MAN 4720 Strategic Management Capstone

**Campus: Online**

**Semester/Term: Spring 2022**

**Prerequisites:** *Min grade of C in the following courses: ACG 3024, MAN 4162, MAN 4120, and FIN 3402*

**Credit Hours:** *3*

**Class Meeting Day/Time: Online**

**Professor:** Dr. Nina John

**Email:** netienne2@valenciacollege.edu (email preferred and quickest method of communications)

**Office Hours:** Online via email Monday through Friday from 1pm-3pm

**Office Phone: 727-512-1945**

**Office:** Online

**Course Description:**

This course is the culminating course for Business Administration students and is designed to integrate and apply the knowledge and information learned in all previous business courses. The primary focus will be upon strategic management principles and business policy through the use of case studies and other assessment tools to develop the capacity in students to think strategically about an organization with the goal of achieving a sustainable competitive advantage.

**Course Major Learning Outcomes:**

**Students will be able to:**

* Integrate and apply the knowledge and information learned in previous business courses.
* Evaluate and apply the strategic management model to include environmental scanning, strategy formulation, strategy implementation, and evaluation and control.
* Identify the appropriate actions to develop a sustainable competitive advantage in organizations.
* Examine situations to build analytic and decision making skills.
* Discuss and evaluate the importance of social responsibility and ethics in strategic management.
* Describe the role of corporate governance and the roles and responsibilities of the Board of Directors.

**Required Text:**

The Open Educational Resources (OER) used for the duration of this course (**No Textbook Fee**) **Courtesy of Open Texts books –** **Mastering Strategic Management**

[**https://open.umn.edu/opentextbooks/BookDetail.aspx?bookId=73**](https://open.umn.edu/opentextbooks/BookDetail.aspx?bookId=73)

**Course Organization:**

This course will be divided into four categories that will comprise the final grade.

 ❑ Discussion 20%

 ❑ Exercises 25%

 ❑ Exams/Quizzes 30%

 ❑ Program Portfolio Project 25%

 **100%**

**General Grading Scale:**

A: 90-100

 B: 80-89

 C: 70-79

 D: 60-69

 F: 60

**IMPORTANT INFO RELATED TO COVID-19**

*Due to the COVID-19 situation and shift to virtual/online learning, Valencia is currently loaning laptops to students in need.  You can request a laptop by completing the request form at* [*https://valenciacollege.edu/laptop*](https://nam01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fvalenciacollege.edu%2Flaptop&data=02%7C01%7Cmmcintire1%40valenciacollege.edu%7Cee83d91ba9274edfb92108d842d3e03c%7C0e8866953d1741a88544135b0a92a47c%7C1%7C0%7C637332825100392304&sdata=dx2aUMqZkVy%2BKCq41hapwoxq60P1%2F3jTDTB86iZz%2BjQ%3D&reserved=0) *.  This link will take you to the Atlas log-in screen, and then to the form.  Laptops are distributed on a first come-first served basis, so if you are in need, request a laptop early!*

*While I typically do not accept late assignments in this course, I do understand that we are all living, working, and learning in a challenging time. If you are unable to participate in the course due to illness, family emergency, etc., please* ***communicate with me as soon as possible*** *in order to create a plan to complete any missed assignments so that your learning can progress in your course. In the case of a prolonged online absence, please* ***communicate with me as soon as possible*** *in order to create a plan for the best course of action*.

*As a Valencia student, you have access to Microsoft Word (as well as Microsoft Excel, Powerpoint, etc) free for personal use.  You can learn more about accessing these applications in*[*Atlas*](https://nam01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fatlas.valenciacollege.edu%2F&data=02%7C01%7Cmmcintire1%40valenciacollege.edu%7Cee83d91ba9274edfb92108d842d3e03c%7C0e8866953d1741a88544135b0a92a47c%7C1%7C0%7C637332825100402295&sdata=AlIW6V%2FepOD9Ewvzd1ayQIRwzrOdBJtbe0pK7IV5SUM%3D&reserved=0)*, on the "My Atlas" tab, right hand column, under "Microsoft Office for Personal Use."*

**CLASSROOM POLICIES**

**Attendance, Assignments and Grading Information**

**Due Dates & Plagiarism** You may view the assignment schedule, along with assignment deadlines, on our course schedule and webpage through Canvas. Course assignments will be checked for plagiarism using the "Uni-Check" Plagiarism software, which is embedded into each assignment.  All forms of academic dishonesty are prohibited at Valencia College. Academic dishonesty includes, but is not limited to, acts or attempted acts of plagiarism, self-plagiarism, cheating, furnishing false information, forgery, alteration or misuse of documents, misconduct during a testing situation, facilitating academic dishonesty, and misuse of identification with intent to defraud or deceive.  **For more information on Academic Dishonestly Click Here:**[**Valencia College Academic Dishonesty Policy**](https://online.valenciacollege.edu/courses/25777/files/2624814/download?wrap=1)

**Discussion Instructions:**  You are required to submit a substantial response. A substantial response is one that stays on topic and fully addresses the assignment in a clear, concise, and meaningful manner.  Substantial Content refers to providing relevant content toward the actual topic of the discussions. This includes quality input, questions and information in your discussion posts and responses to peers.

**The deliverable length of initial posting must be at least 150 words.  After the initial posting, students are required to respond to at least two (2) peer responses.** Peer responses must be at least 50 words for each response, in order to receive full credit.  Discussions must be the students original thoughts. Please review postings for sentence structure, grammar and punctuation errors.

Plagiarized discussions will result in a "0" for the submission of this assignment.

**Late submissions are not accepted for discussions.**

**Discussion Posting Rules**

* Personal attacks of other students because of their posts will not be tolerated.
* Provide clear analysis and insight into the topic or questions.
* Post original thoughts to avoid plagiarism and the penalties for plagiarism
* Zero or minimal credit will be given to students with very FEW or NO SUBSTANTIVE postings or who post all posts with in a matter of minutes or all on the last day.
* Proof postings to eliminate offensive references, poor sentence syntax, misspelled words, etc.

**Exercise Instructions:**  You are required to submit a 2-Page (**Title Page and Content Page**), APA formatted paper with substantial content. Substantial content requires staying on topic and fully addresses the assignment in a clear, concise, and meaningful manner. The deliverable length of your posting responses must be at least 2-pages (**Title Page and Content Page**) APA format.  Please review your paper for grammar and punctuation errors.

Exercises must be the student’s original thoughts based on the topics from the "Open Educational Resource" (OER) Course Textbook and/or other referenced sources.  Direct quotes from references must be less than 20 words.  Plagiarized exercises may result in a "0" for the submission of this assignment.   Please review postings for sentence structure, grammar and punctuation errors.

**Late submissions are not accepted.**

**All assignment(s) derive from the OER Textbook.  For academic purposes, at least 1 APA formatted reference is required pertaining to the topic(s).**

**Exam Instructions:  Mid-Term/Final Exam contains “critical thinking” randomly selected essay questions.**Students will be instructed in and will apply critical thinking skills to include creative thinking, innovation, inquiry, analysis, evaluation, and synthesis of information.  Students will be instructed in and will apply knowledge, skills and ability to include development, interpretation, and expression of ideas through written communication.

**Students will have 1 attempt to complete the exam (no time limit).  Students must complete the entire exam in the attempt (If the exam or the web browsers is closed - the exam is considered completed).**

**Late submissions are not accepted.**

**Program Portfolio (Capstone) Project – Course MAN 4720:**  Submit your completed Program Portfolio Project.

Submit/Present your final submission for your Program Portfolio Project.  Make sure to include all parts of your business plan.  Your final Program Portfolio Project needs to include at a minimum the following information (See Writing a Business Plan Guidance):

**Section One: The Business**

* Description of Business
* Products/Services
* Market Analysis
* Marketing Plan
* Location
* Competition
* Management and Operations
* Personnel
* Application and Effect of Loan or Investment

**Section Two: Financial Data**

* Projected Financial Statements Income Statements
	+ Cash Flow Statements
	+ Balance Sheets
* Assumptions to Projected Financial Statements
	+ Break Even Analysis
	+ Sources and Uses of Funds

**Section Three (optional): Supplemental Information**

* Additional Business Information
* Appendix
* Business Letters of Recommendations

**Basic Business Plan Guidelines:**

Writing a Business Plan will probably take a lot of time. Up to 100 hours or more is not uncommon for a new business that requires a lot of research.  A typical plan will have three sections.

A short (**3-5 pages**) Executive Summary is often added at the beginning of more complex business plans.

* **Section One** should be thorough, but concise and to-the-point. Use headlines, graphs and "bullets" to improve readability, **minimum of 3 pages (may exceed).**
* **Section Two** describes in numbers the outcome of your business strategies and plans. Your financial projections should be based on facts and research, not “wild guesses.” Be prepared to justify your numbers, **minimum of 3 pages (may exceed).**
* **Section Three** contains supporting information to reinforce the first two sections. This section’s contents will vary with your type of business. Owners should be very involved in the planning process. Hiring someone to do it or delegating it to someone who is not a key member of the company will result in an inferior plan, **minimum of 3 pages (may exceed).**

**Business Note:** No plan (or a poor plan) is a leading cause of business failure. You can improve your chances of success with a good Business Plan.

You are required to submit a minimum of 13-Pages **(Title Page and 12 Pages of Content)**, APA formatted paper with substantial content. Substantial content requires staying on topic and fully addresses the assignment in a clear, concise, and meaningful manner. The deliverable length of your posting responses must be at least 3-page **(Title Page and 12 Pages of Content)**, APA format.  Please review your paper for grammar and punctuation errors.

Submission must be the students original thoughts based on the topics from the topics learned from the core BASBOL Program Courses, and "Open Educational Resources" (OERs) Course Textbooks and/or other referenced sources.  Direct quotes from references must be less than 500 words. Please review for sentence structure, grammar and punctuation errors.  **Plagiarized submissions may result in a "0" for the submission of this assignment.**

**Late submissions are not accepted.**

**For academic purposes, at least 5 APA formatted reference is required pertaining to the topic(s).**

**Make-up Exams:**

Make-up exams will only be given in emergency situations provided the instructor is notified in advance (prior to the absence if at all possible). Please communicate any emergencies with the professor.

**All Other Assignments:**

It is a student’s responsibility to obtain assignments and/or communicate with the professor related to any concerns. All assignments and due dates are posted in Canvas from the beginning of the course. Please make every effort to plan accordingly to meet due dates.

**Expected Student Conduct:**

Valencia College is dedicated, not only to the advancement of knowledge and learning, but is concerned with the development of responsible personal and social conduct. By enrolling at Valencia College, a student assumes the responsibility of becoming familiar with and abiding by the general rules of conduct. The primary responsibility for managing the classroom environment rests with the faculty. Students who engage in any prohibited or unlawful acts that result in disruption of a classroom or Valencia’s rules may lead to disciplinary action up to and including expulsion from Valencia. Disciplinary action could include; being withdrawn from class, disciplinary warning, probation, suspension, expulsion or other appropriate and authorized actions. You will find the student code of conduct in the current Policy & Procedures Manual at <http://www.valenciacollege.edu/generalcounsel/>.

**Distance Tutoring & Technology Support at Valencia:**

You can easily access Valencia’s *free* distance tutoring and tech support from a computer, laptop or mobile device.

Distance tutoring services are provided fully online via Zoom.   Through this service, you will receive real-time assistance via a Valencia tutor.  Online tutoring is offered in: mathematics, sciences, accounting & economics, computer programming, EAP and foreign languages, and writing.

Online Learning Technology Support services are also available. Students can receive assistance with navigating: Canvas, OneDrive, Zoom, YouTube, and Microsoft Office (Word, Excel, & PowerPoint).  Support is also provided for video editing (via iMovie and MovieMaker) and converting documents from a Mac to PC.  Tech support is available live (on-demand) via Zoom, by appointment, or via email.   Students are encouraged to use the 24/7 Canvas Help located inside Canvas by clicking on the “Help” icon.

To get started using the Distance Tutoring and Learning Technology Support services, please visit [www.valenciacollege.edu/tutoring](https://nam01.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.valenciacollege.edu%2Ftutoring&data=02%7C01%7Clshephard%40valenciacollege.edu%7Cd3a01797f62243f9719f08d83b031968%7C0e8866953d1741a88544135b0a92a47c%7C1%7C0%7C637324231776604261&sdata=0UCUb8FcpuLtQKZstaBT0RebVJTcx5sNfbkLxmm1paM%3D&reserved=0).  Through this site, you can view the schedule of tutors/tech support assistants, find available times, learn more about the services, and access a collection of supplemental resources that are available 24/7.

**Hours of Operation:**

**Monday-Friday: 8 am – 10 pm**

**Saturday & Sunday: 9 am – 7 pm**

**Attendance Policy**

**For Online Attendance**

**For online attendance, students are required to log on weekly, review the week's course material and submit appropriate assignments/exams.** Student assignments within Canvas are due for each module of the online course. Attendance will be taken based on your submitting assignments weekly. If a student fails to submit an assignment when due, the student will be marked absent for that week.

**Excused vs. Unexcused Absences**

Student absences are defined as excused or unexcused. Unexcused absences are those that occur without adequate reason. Unexcused absences may be used in the computation of grades.

Excused absences are defined as absences stemming from (a) participation in college sponsored activities and (b) compelling and extenuating circumstances beyond a student’s control. Documented excused absences may not be used in the computation of grades. Instructors must allow students to make up missed examinations, quizzes, writing assignments, and other course work for documented excused absences. Examples of excused absences include, but are not limited to, the following:

* Student’s documented illness
* Student’s documented injury
* Documented death in a student’s immediate family
* Documented illness or injury in a student’s immediate family
* Documented student’s required military duty
* Documented student’s required jury duty

**Professors are not obligated to excuse an absence if a student fails to provide requested documentation after the due dates have expired.** Professors also reserve the right to determine when the number of excused absences exceeds a reasonable limit to the extent that it significantly interferes with a student’s satisfactory mastery of course content/skills. Excused absences do not exempt a student from course requirements, and therefore in circumstances that entail excessive excused absences the professor may reasonably recommend that a student consider withdrawal from a course.

**Procedures for Reporting Absences**

It is the responsibility of the student, where possible, to notify instructors regarding absences for whatever reason or period of time. This should take place before leaving campus, during an illness or upon return to campus.

For more information on Valencia College “**Attendance Policy**”

**For more information on Valencia College “Attendance Policy” Click Here:** [**http://catalog.valenciacollege.edu/academicpoliciesprocedures/classattendance/**](http://catalog.valenciacollege.edu/academicpoliciesprocedures/classattendance/)

**For additional clarification, contact your professor.**

**Email Policy**

Students must have an active Atlas account. Students must check their Atlas e-mails regularly as to not miss any important messages from the professor. Missed messages via Atlas or any other medium (in-class, etc.) may affect your grade and are the responsibility of the student.

**Academic Honesty**

Each student is expected to do his or her own work, unless otherwise specified. Cheating will not be tolerated and will result in an automatic “zero” on that exam or assignment. Self-plagiarism is also considered a violation of the academic integrity honesty policy. Please review the college policy and reach out to your professor with any questions/concerns.

<https://valenciacollege.edu/students/disputes/academic-integrity.php>

**Academic Accommodations**

**“**Students with disabilities who qualify for academic accommodations must provide a Notification to Instructor (NTI) form from the Office for Students with Disabilities (OSD) and discuss specific needs with the professor, preferably during the first two weeks of class. The Office for Students with Disabilities determines accommodations based on appropriate documentation of disabilities. See the appropriate office for more information:

* East Campus Bldg. 5, Rm. 216 Ph: 407-582-2229 Fax: 407-582-8908 TTY: 407-582-1222
* West Campus SSB, Rm. 102 Ph: 407-582-1523 Fax: 407-582-1326 TTY: 407-582-1222
* Osceola Campus Bldg. 1, Rm. 140A Ph: 407-582-4167 Fax: 407-582-4804 TTY: 407-582-1222
* Winter Park Campus Bldg. 1, Rm. 212 Ph: 407-582-6887 Fax: 407-582-6841 TTY: 407-582-1222

**Student Assistance Program**

Valencia College is interested in making sure all our students have a rewarding and successful college experience. To that purpose, Valencia students can get immediate help with issues dealing with stress, anxiety, depression, adjustment difficulties, substance abuse, time management as well as relationship problems dealing with school, home or work. BayCare Behavioral Health Student Assistance program (SAP) services are free to all Valencia students and available 24 hours a day by calling (800) 878-5470. This number is also located on the back of your Valencia Student ID. Free face to face counseling is also available.

**Withdrawal Policy**

The withdrawal policy deadline for the semester – See Academic Calendar “Important Dates & Deadlines” <http://valenciacollege.edu/calendar/>

 A student who withdraws from class before the established deadline for a particular term will receive a grade of “W”. A student is not permitted to withdraw after the withdrawal deadline. After this date, the grade assigned will be based on the student’s academic achievement in class and the actual work completed.

**Technical Support**If you need Canvas Technical Support, click on "Help" on the left side of the course to access the point of contact for Valencia College Technical Support or click on:  [**Valencia College Canvas Support**](http://blogs.valenciacollege.edu/canvas/)

**If you have any questions, please make sure to contact your professor/advisor immediately.**

**Institutional Core Competencies**

The following Valencia Student Competencies will be reinforced throughout the entire course:

* **THINK –** Analyze data, ideas, patterns, principles, and perspectives employing facts, formulas and procedures of the discipline.
* **VALUE** – Distinguish among personal, ethical, aesthetic, cultural, and scientific values evaluating your own and others values from a global perspective in the process of learning the discipline.
* **COMMUNICATE –** Identify your own strengths and need for improvement as a communicator employing methods of communication appropriate to your audience and purposefully evaluate the effectiveness of your own and others communication.
* **ACT** – Apply disciplinary knowledge, skills, and values to educational and career goals acting effectively and appropriately in various personal and professional settings responding also to changing circumstances.

**Disclaimer:**

Changes in this syllabus, schedule, and or college policy may be made at any time during the course per instructor discretion. Students are responsible for staying abreast of these changes.