



Undergraduate Course Syllabus

OL 421: Strategic Management and Policy

Center: Online

Course Prerequisites

CE: Completion of 111 Credits; UC: ACC 202, ACC 205 or HOS 202; MKT 113 or MKT 105; ENG 200 and completion of 90 credits

Course Description

Business School Capstone Course. This interdisciplinary approach to the study of the process of strategic management includes strategic analysis planning, implementation, evaluation and control from the perspective of top management in profit-making U.S. and international corporations, and public and non-profit organizations. Text and case studies are used extensively. Writing and team intensive course. Experience with Microsoft Office or equivalent is required. Senior standing or permission of instructor.

Course Outcomes

- Demonstrate business communication skills and etiquette for constructing personal and professional reflections in a variety of business environments
- Analyze strategic problem-solving skills for enhancing business success
- Analyze the use of quantitative and qualitative tools for informing strategic decision-making
- Assess ethical, legal, and social challenges for suggesting improvement and enhancement strategies
- Assess peer-to-peer and peer-to-leader collaboration for improving performance and decision making
- Analyze global business markets for informing future business expansion choices
- Analyze entrepreneurial and innovative approaches for solving authentic business problems

Undergraduate Business Core Competencies

1. Communication: Students will demonstrate an ability to communicate effectively through written, oral, and other forms of communication
2. Informational Technology: Students will master information technology principles and contemporary information technology applications and will be able to apply information technology to the greatest advantage in the many aspects of an organization's operations
3. Problem Solving: Students will develop the skills to identify problems quickly, analyze them reasonably, and find solutions creatively
4. Teamwork: Students will develop a broad range of interpersonal skills in order to function effectively as a participant in team and group situations

5. Analytical Skills: Students will appropriately use and apply quantitative and qualitative methods of analysis, data, applied mathematical and statistical techniques, and decision sciences whenever possible to attain organizational objectives
6. Global Orientation: Students will attain a multidisciplinary global perspective in order to understand others and make more effective international business decisions
7. Legal and Ethical Practices: Students will realize the legal and ethical considerations and implications of personal, social, business, and international business behavior and activities
8. Research: Students will be able to conduct primary and secondary research and apply the results for informed decision making
9. Strategic Approach: Students will be able to think and plan strategically in making business decisions
10. Leadership: Students will be able to function effectively as a team and organization leader

Required Materials

Using your learning resources is critical to your success in this course. Please purchase directly through SNHU's online bookstore, [MBS Direct](#), rather than any other vendor. Purchasing directly from the bookstore ensures that you will obtain the correct materials and that the Help Desk, your advisor, and the instructor can provide you with support if you have problems.

Capsim Foundation

Students will purchase access to the Capsim Foundation business simulation and participate in eight competitive rounds in the simulation.

Capsim Foundations / Comp-Xm (Custom Package)

Management Simulation, Inc.

MBS Direct SKU #: 1511692

Instructor Availability and Response Time

Your class interaction with the instructor and your classmates will take place on a regular, ongoing basis. Your instructor will be actively engaged within the course throughout the week. You will normally communicate with your instructor in the weekly discussions or the General Questions discussion topic so that your questions and the instructor's answers benefit the entire class. You should feel free, however, to communicate with your instructor via SNHU email at any time, particularly when you want to discuss something of a personal or sensitive nature. Your instructor will generally provide a response within 24 hours.

Grade Distribution

Assignment Category	Number of Graded Items	Point Value per Item	Total Points
Capsim			110
Introductory Lesson and Quiz	1		
Rehearsal Tutorial and Quiz	1		
Practice Round 1	1		
Practice Round 2	1		
Competitive Round Participation	8		
Discussions	6	15	90
Comp XM	1	100	100
Final Project			700
Midway Company Performance Summary	1	100	
Final Company Performance Summary	1	600	
		Total Course Points:	1,000

This course may also contain practice activities. The purpose of these non-graded activities is to assist you in mastering the learning outcomes in the graded activity items listed above.

University Grading System: Undergraduate

Grade	Numerical Equivalent	Points
A	93–100	4
A-	90–92	3.67
B+	87–89	3.33
B	83–86	3
B-	80–82	2.67
C+	77–79	2.33
C	73–76	2
C-	70–72	1.67
D+	67–69	1.33
D	60–66	1
F	0–59	0
I	Incomplete	
IF	Incomplete/Failure *	
IP	In Progress (past end of term)	
W	Withdrawn	

* Please refer to the [policy page](#) for information on the incomplete grade process.

Grading Guides

Specific activity directions, grading guides, posting requirements, and additional deadlines can be found in the Assignment Guidelines and Rubrics section of the course.

Weekly Assignment Schedule

All reading and assignment information can be found within each module of the course. Assignments and discussion posts during the first week of each term are due by 11:59 p.m. Eastern Time. Assignments and discussion posts for the remainder of the term are due by 11:59 p.m. of the student's local time zone.

In addition to the textbook readings that are listed, there may be additional required resources within each module.

Module	Topics and Assignments
1	Capsim Orientation 1-1 Discussion: Getting Started 1-2 Top Five Questions About OL 421 1-3 Interactive Roll-Over Document Review 1-4 Introductory Lesson Video and Quiz in Capsim 1-5 Rehearsal Tutorial and Quiz in Capsim 1-6 Practice Rounds 1 and 2 1-7 Final Project Review
2	Decision-Making Strategies Based on Forecasting 2-1 Discussion: Strategy 2-2 Decision Tips Document Review 2-3 Capsim Competitive Round 1
3	Situational Analysis/Awareness 3-1 Discussion: Debrief Round 1 3-2 Capsim Competitive Rounds 2 and 3
4	Rationalizing Strategies for Capacity 4-1 Discussion: Debrief Rounds 2 and 3 4-2 Capsim Competitive Round 4
5	Strategic Process 5-1 Midway Company Performance Summary (PowerPoint) 5-2 Midway Company Performance Summary Peer Review 5-3 Capsim Competitive Rounds 5 and 6
6	Creating Wealth 6-1 Discussion: Debrief Rounds 4, 5, and 6 6-2 Capsim Competitive Rounds 7 and 8
7	The Stakeholders 7-1 Final Project: Final Company Performance Summary
8	Comp-XM and Reflection 8-1 Comp-XM 8-2 Discussion: Reflection

Attendance Policy

Online students are required to submit a graded assignment/discussion during the first week of class. If a student does not submit a posting to the graded assignment/discussion during the first week of class, the student is automatically withdrawn from the course for non-participation. Review the [full attendance policy](#).

Late Assignments Policy

Meeting assigned due dates is critical for demonstrating progress and ensuring appropriate time for instructor feedback on assignments. Students are expected to submit their assignments on or before the due date. Review the [full late assignment policy](#).

SNHU College of Online and Continuing Education Student Handbook

Review the [student handbook](#).

ADA/504 Compliance Statement

Southern New Hampshire University is dedicated to providing equal access to individuals with disabilities, including intellectual disabilities, in accordance with Section 504 of the Rehabilitation Act of 1973, Title III of the Americans with Disabilities Act (ADA) of 1990, and the ADA Amendments Act of 2008. The university prohibits unlawful discrimination on the basis of disability and takes action to prevent such discrimination by providing reasonable accommodations to eligible individuals with disabilities.

As soon as you become aware of a disability, we encourage you to contact the Online Accessibility Center (OAC) to discuss accommodations for which you may be qualified. Reasonable accommodations are established through an interactive process between the student and the OAC. Note that accommodations are not retroactive and that disability accommodations are not provided until an accommodation letter has been processed.

Contact Information:

Online Accessibility Center

Phone: 866-305-9430

Email: oac@snhu.edu

For questions concerning support services, documentation guidelines, or general disability issues, visit the [Online Accessibility Center](#) website.

If you feel you have been denied appropriate disability-related accommodations, including appropriate auxiliary aids and services, you may file a grievance as described in the ADA/504 Grievance Policy found on the [Disability Services](#) webpage.

Academic Honesty Policy

Southern New Hampshire University requires all students to adhere to high standards of integrity in their academic work. Activities such as plagiarism and cheating are not condoned by the university. Review the [full academic honesty policy](#).

Copyright Policy

Southern New Hampshire University abides by the provisions of United States Copyright Act (Title 17 of the United

States Code). Any person who infringes the copyright law is liable. Review the [full copyright policy](#).

SNHU College of Online and Continuing Education Withdrawal Policy

Review the [full withdrawal policy](#).

Southern New Hampshire University Policies

More information about SNHU policies can be found on the [policy page](#).

Student Work Samples

For the purpose of continuous improvement of our educational training, Southern New Hampshire University's College of Online and Continuing Education may, on occasion, utilize anonymous student work samples for internal professional development and staff training. If you have any questions or concerns, contact your advisor. If you would like to withdraw permission for use of your work, please email assessmentcalibration@snhu.edu.