



# Lincoln University

## BA 290 – Business Policies

### COURSE SYLLABUS Fall 2019

- Instructor:** Dr. Walter Kruz, DBA  
**Lecture Schedule:** Thursday, 12:30 PM – 3:15 PM  
**Credits:** 3 units / 45 lecture hours  
**Level:** Advanced/Assessment (Adv/A)  
**Office Hours:** Monday, Thursday, 11:00 AM-12:30 PM, or by appointment  
Room 402  
**e-mail:** [wrkruz@lincolnuca.edu](mailto:wrkruz@lincolnuca.edu)  
**Main Textbook:** Global Business Today, 11th Ed. 2020, Hill & Hult, ISBN:978-1-119235  
**Prerequisite:** *Senior standing*  
**Last Revision:** August 8, 2019

#### CATALOG DESCRIPTION:

Senior-level integrating capstone course which provides the student with the opportunity to put into practice all the skills, techniques and theories acquired in functional courses such as economics, operations management, marketing, finance, accounting, and management. Emphasis is on the case method of instruction and use of a business game.

#### EDUCATIONAL OBJECTIVES

Develop competence and understanding in the implementation of management principles to improve business performance. Students will practice methods to improve financial performance, to conduct business process reengineering, and more.

**COURSE LEARNING OUTCOMES<sup>1</sup>**

	<b>Course Learning Outcome</b>	<b>Program LO</b>	<b>Institutional LO</b>	<b>Assessment activities</b>
1	Develop and exhibit applied and theoretical knowledge to manage businesses	PLO 1	ILO 1a	Homework assignments, quizzes, project assignment, exams
2	Use theoretical knowledge and advanced problem-solving skills to execute business strategies	PLO 2	ILO 2a	Homework assignments, quizzes, project assignment, exams
3	Communicate new developments in business development worldwide	PLO 3	ILO 6a	Research assignments, quizzes, project assignment, exams, technical presentations
4	Demonstrate autonomy, creativity, and responsibility for managing professional practices	PLO 4	ILO 7a	Class activities, project teamwork, technical presentations
5	Demonstrate leadership and set strategic objectives for team performance	PLO 5	ILO 5a	Homework assignments, technical presentations
6	Identify ethical issues/problems in an operational environment and reach decisions within ethical framework	PLO 6	ILO 3a	Case studies, review of industry issues

**INSTRUCTIONAL METHODS**

**This is a direct classroom instruction course.**

This class offers a highly interactive learning environment. All students will expect to participate in class discussions, research findings, and class exercises. Short oral presentations may be assigned. Assignments may consist of textbook cases and research questions.

Assignments and projects require students to actively use resources of the library. Detailed guide to business *resources of the library* as well as the description of Lincoln University approach to *information literacy* are available at the [Center for Teaching and Learning](http://ctl.lincolnuca.edu) website (ctl.lincolnuca.edu).

**CLASS ATTENDANCE**

Attendance is a school requirement. Exams may include questions from class discussions.

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<sup>1</sup> Detailed description of learning outcomes and information about the assessment procedure are available at the [Center for Teaching and Learning](http://ctl.lincolnuca.edu) website (ctl.lincolnuca.edu).

**EXAMS**

Typically, the class exams will consist of several exams of equal weight as well as homework and quizzes throughout the sessions. All exams are individual deliverables. These activities enable the student to accumulate points which will be used to calculate grade performance. Exams are designed to demonstrate a student's mastery of concepts being discussed and consist mostly of short answers and calculations related to the material being discussed. The exam format is closed book with no electronic devices allowed. Failure to follow exam rules will earn 0 points or "F" grade for that exam.

**COURSE PROJECT**

A project, if assigned, will evaluate the business performance of a given company. A written report, following the APA standard, and including a Turnitin score, will summarize this business evaluation.

**GRADING POLICY**

Percentage	Grade
90 – 100%	A
80 – 89%	B
70 – 79%	C
60 – 69%	D
below 60%	F

Weights	
Homework	10%
Quizzes	10%
Midterm Exams (20% each) (3 exams)	60%
Individual Research Project	20%
Total	100%

**SCHEDULE OF TESTING:**

Week	Test
5	Exam 1
10	Exam 2
15	Exam 3

**PROPOSED CLASS SCHEDULE**

<b>Session</b>	<b>Date</b>	<b>Topic</b>	<b>Assignment</b>
1	<b>Aug 22</b>	Course Introduction: Business model creation	Analyze business model of your choice according to Canvas
2	<b>Aug 29</b>	The value proposition	Create value proposition using all elements discussed in class
3	<b>Sep 5</b>	The strategic process	Do short report: Strategic process development. Include all tools
4	<b>Sep 12</b>	Tools to develop & execute strategies	Summarize Porter's 5 Forces model and TOWS
5	<b>Sep19</b>	Exam 1	
6	<b>Sep 26</b>	Metrics to measure business success	Create dashboard 1 for your choice of business model. Include all perspectives
7	<b>Oct 3</b>	Financial ratios	Conduct business analysis for a public company of your choice
8	<b>Oct 10</b>	Dashboards	Create dashboard 2 for your choice of business model. Include horizontal and vertical metrics
9	<b>Oct 17</b>	The EVA model	Analyze the EVA for company of your choice
10	<b>Oct 24</b>	Exam 2	
11	<b>Oct 31</b>	Management processes	Short research report: Contemporary management process used by Silicon Valley companies
12	<b>Nov 7</b>	Business process reengineering	Short report: BPR best practices
13	<b>Nov 14</b>	Visio for reengineering projects	Reengineer process of your choice using Visio
14	<b>Nov 21</b>	Innovation methods	Short research report: Latest innovations in Silicon Valley
	<b>Nov 28</b>	<b>Thanksgiving Break – No class</b>	
15	<b>Dec 5</b>	Exam 3	