Instructor: Dr. Antoine D. Busby  
Office: McGee Business Building, Room 403-N  
Office Phone: (936) 468-1690  
Department Phone: (936) 468-4103  
Email: Antoine.Busby@sfasu.edu (preferred method of contact)  
Office Hours: By Appointment (Zoom Only)  

The primary means of contacting me is via “Jacks” email at Antoine.Busby@sfasu.edu  
I will rely heavily on D2L to disseminate any announcements through the course’s newsfeed. To stay abreast of pertinent information, you may want to set up your D2L to notify you whenever new announcements are posted to D2L. This course moves fast, so students should check D2L daily for emails, announcements, additional notes, etc.  

*Again, the best way to contact me is using your “Jacks” email. Using your D2L email will delay my response to you.*

Course Description

Strategic Management is considered the “capstone” course in your undergraduate business education. The major focus of this course is about “strategy” and how the applications of strategic management, including analysis, formulation, and implementation (the A-F-I framework) are employed to lead an organization to sustainable success. Central to the theme of this course is the ability of students to recognize that an organization’s chances of survival and later, sustained growth and success, lie in the ability to identify and understand those market forces that create change and how each organization must adapt to survive. Only through the process of “strategic management” will a firm be able to address the competitive marketplaces of today’s global economies.

As such, the course will be structured around defining the characteristics of a sound strategic management process. Through analysis of external market forces and internal organizational challenges, students will begin to paint a big picture of organizational effectiveness. This course will also address the key elements in developing a strategy and how the opportunity of “competitive advantages” becomes central to the firm’s existence. Furthermore, this course will delve into issues pertaining (but not limited) to governance, business ethics, business-level and corporate-level strategies, and strategic change.

As a capstone course, it is designed to provide you with the opportunity to develop an essential leadership tool…confidence in your ability to analyze issues and make critical decisions. You will have the opportunity to synthesize your learning from previous business courses and gain experiential learning experiences through the CAPSIM simulation.
Required Course Materials

The textbook shown below is *required* for the successful completion of this capstone course. The textbook can be purchased from the SFASU Bookstore or directly from McGraw-Hill. In addition to the textbook, students will need access to the textbook’s online materials via McGraw-Hill’s Connect. As such, it is recommended that students purchase the loose-leaf textbook and online Connect access combo from the bookstore or directly from McGraw-Hill (this option is much cheaper). Students should secure the textbook as soon as possible.

**Textbook:** Strategic Management (6th edition)
Frank T. Roth

**Proctorio+:** *Required* online proctoring software
Purchased through Connect
$17.50 (semester access)

Program Learning Objectives

You may access the program learning outcomes for your major and particular courses in the Curriculum Management Handbook at [http://www.sfasu.edu/academics/colleges/business/welcome/faculty-resources](http://www.sfasu.edu/academics/colleges/business/welcome/faculty-resources).

Learning Goals & Objectives For the Bachelor of Business Administration

The BBA degree has four distinct learning goals, all of which are included in this course:

- **Critical Thinking.** Our graduates will be able to use critical thinking skills to make business decisions informed by data analysis and quantitative methods.
- **Communication Skills.** Our graduates will have effective business writing, speaking, and interpersonal communication skills for team and leadership contexts.
- **Ethical Responsibility.** Our graduates will be able to explore and analyze ethical duties and dilemmas inherent in a diverse and global business environment.
- **Business Acumen.** Our graduates will be able to apply key business concepts from across the business foundation curriculum.

Student Learning Outcomes

1. Students will understand the strategic issues and policy decisions facing businesses and how current management concepts address these issues.
2. Students will understand the strategic management process and the difference between strategic analysis, strategy formulation, and strategy implementation.
3. Students will acquire an understanding of how to use new and existing knowledge to analyze problems and understand the complexity of strategic issues.
4. Students will understand how to use new and existing knowledge to conduct strategic and competitive analyses using various tools (e.g., Porter’s five forces model, SWOT analysis, etc.).
5. Students will understand the leadership tasks associated with implementing and executing company strategies, and the action managers take to promote competent strategy execution.
6. Students will demonstrate how the various pieces of knowledge they have acquired from their previous business courses fit together and understand why different parts of a company’s business must be managed in strategic harmony for the company to compete and operate successfully.
### Grading Scale & Graded Components

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<thead>
<tr>
<th>Grading Scale</th>
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<tbody>
<tr>
<td>Percentage</td>
<td>Letter Grade</td>
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<tr>
<td>90 – 100</td>
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</tr>
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<td>80 – 89.99</td>
<td>B</td>
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<tr>
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<td>60 – 69.99</td>
<td>D</td>
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<tr>
<td>0 – 59.99</td>
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<table>
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<tr>
<th>Graded Components</th>
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<tbody>
<tr>
<td>Graded Activity</td>
<td>Weight</td>
</tr>
<tr>
<td>Chapter Homeworks</td>
<td>13%</td>
</tr>
<tr>
<td>Mini Cases</td>
<td>12%</td>
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<tr>
<td>Quizzes</td>
<td>10%</td>
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<tr>
<td>Exam #1</td>
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<tr>
<td>Exam #2</td>
<td>15%</td>
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<tr>
<td>Exam #3</td>
<td>15%</td>
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<tr>
<td>Comprehensive Final Exam</td>
<td>20%</td>
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<tr>
<td><strong>Total Percentage</strong></td>
<td><strong>100%</strong></td>
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</table>

### Grade Policy

I am a firm believer that students should work diligently throughout the semester to earn the grade that they desire from this course. That is, students should attend all classes to gain the maximum benefit from lectures that tie textbook materials to the real world. **Generally, there are very little to no extra credit points offered in this class. Hence, students should not depend on extra credit points to obtain their desired grades.**

Also, students should closely monitor Brightspace (D2L) to ensure all their grades are accurate. **No changes will be made to any grade after the grade has been posted to Brightspace (D2L) for seven (7) calendar days.** Please promptly bring any inaccurate grades to my attention via email (antoine.busby@sfasu.edu). Waiting until the last week of class to discuss inaccurate grades will not result in the inaccurate grade being corrected.

Once final semester grades are calculated, students’ grades are final. There are not any “extra assignments” that I will create at the end of the semester for the purpose of improving students’ course grades. Hence, students should consistently give their all throughout the entire semester to achieve the grade that they hope for. Also, final course grades ARE NOT rounded!

### Grade Bartering

As previously mentioned, once semester grades are calculated no changes will be made unless there was an error in the way your grade was calculated. Every semester, I am inundated with emails from students that are unhappy with their earned final class grade and are seeking ways of improving their grade. Students often state that they are only X% or X points away from the next higher grade, and they would like to know (1) if I can just bump up their grade because they worked really hard all semester or (2) if there are any extra assignments the student can complete for an extra grade. I **must reiterate that final grades are FINAL.** At the end of the semester, professors are very busy grading, entering grades, and preparing for the next semester. Responding to emails, from students seeking a higher final grade, is very time consuming. As a result, **I do not respond to such emails!**
Email Etiquette

I believe in a holistic approach to developing and preparing business students for how best to interact with others in a professional setting. Soft skills, such as sending emails, is one of the simple skills that employers find lacking in new graduates entering the workforce. Please keep this in mind when sending me an email. Keep all communication respectful and professional at all times.

Emails should also include a proper salutation (Professor, Professor Busby, or Dr. Busby) and a proper closing (Best, Best Regards, Respectfully, etc.).

I WILL NOT respond to emails that I consider to be unprofessional or disrespectful.

Missed/Late Assignments

Students will be responsible for having all work turned in to Dr. Busby on time. Any projects, quizzes, exams or other graded assignments that are turned in after the due date and time will be considered late. Any late assignment WILL NOT be accepted, and students will receive a grade of zero (0) for that late graded activity. If a student has a university approved absence that corresponds with a due date, the student must meet with the instructor to make appropriate arrangements BEFORE the assignment is due.

Time Requirements

To facilitate learning, students have significant weekly responsibilities and assignments that are required to actively participate in class for the entire 5-week semester. These activities average, at a minimum, 28 hours of work each week.

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Hours Per Week</th>
<th>Weeks</th>
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<tbody>
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</tr>
<tr>
<td>Connect assignments</td>
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<td>5</td>
<td>40</td>
</tr>
<tr>
<td>Studying</td>
<td>10</td>
<td>5</td>
<td>50</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>140</strong></td>
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Chapter Homework

Students will be assigned a chapter homework assignment for each chapter that we cover in this course. The purpose of assigning these chapter homework assignments is to give students the opportunity to take a deeper dive into the concepts that are presented in this course.

Students will engage with each chapter homework assignment via their online McGraw-Hill Connect accounts. For your convenience, I have placed a link to each chapter homework assignment in their appropriate learning module on Brightspace (D2L).

All chapter homework assignments (combined) are worth 13% of students’ course grade. Students will not be timed while working on their homework assignments.

All chapter homework assignments are open book, open notes, but ARE NOT open friends, family, acquaintances, colleagues, or any other human being besides yourself!
Chapter Quizzes

There will be a total of 10 quizzes given this semester. All quizzes (combined) are worth 10% of students’ course grade. All quizzes will be administered via Brightspace (D2L) and will be located in the module corresponding to the content of the quiz. All quizzes are untimed, and students will have one opportunity to complete the quiz. Note: To familiarize students with the expectations for completing online exams, the syllabus quiz will be proctored. While proctored, the syllabus quiz is still open notes.

All chapter quizzes are open book, open notes, but ARE NOT open friends, family, acquaintances, colleagues, or any other human being besides yourself!

Mini Cases

In strategic management, case studies are an essential tool that is aimed at helping business students envision concepts covered in class in a real-world organizational situation. The purpose of assigning these mini cases is to give students the opportunity to be exposed to a wide variety of key concepts, industries, and strategic problems that real companies face every day!

Throughout the course of this semester, students will be required to read mini cases and answer the multiple-choice questions that accompany each case. Specifically, students will be assigned a mini case with every chapter we cover with the exception of the SHRM (A) and SHRM (B) modules. Students will engage with each assigned mini case via their online McGraw-Hill Connect accounts. For your convenience, I have placed a link to each mini case in their appropriate weekly learning module on Brightspace (D2L).

Combined, mini cases are worth 12% of students’ course grade. The mini case assignments will not be timed.

Chapter mini cases are individual assignments. Students ARE NOT to collaborate with friends, family, acquaintances, colleagues, or any other human being besides yourself! Students may use their textbooks and class notes to assist them with completing the mini cases.

Exams

There will be a total of four (4) exams given, during the semester, to ensure students understand the materials that have been presented in this course. These exams will serve as a measure of students’ performance in the course.

All exams will consist of material covered in class lectures as well as information from the textbook, handouts, power point slides, cases, videos, articles, and any other course-related material. Exams #1, #2 and #3 are worth 15% each and the final exam (exam #4) is worth 20%.

All exams will be administered via students’ Connect account (accessed through D2L). All exams will be proctored using Proctorio+. Note: Exams stay open until 8:00PM for the convenience of those that work. Please understand that, in the event of an exam glitch, your ability to receive assistance is severely limited after 5:00PM as I do not check email as frequently and the SFA Help Desk is closed. Hence, it will behoove you to complete your exam BEFORE 5:00PM!!!
Unless a student is participating in a university sponsored activity or has a documented excuse for missing an exam, exams cannot nor will not be made-up. Students will receive a grade of zero (0) for any missed exam. Forgetting about an exam is not a valid excuse!

During exams, students must take off any hats, and hooded sweaters and jackets that conceal the instructor’s view of students’ eyes. Additionally, all cellphones, or other electronic devices must be turned off and stored in the students’ backpacks during the exam.

Students will be expected to adhere to the online exam instructions (these can be found on D2L in the “Exams Learning Module”). **Essentially, students are required to have their hands in full view of their camera at all times (with very few brief exceptions) while completing online exams. If a student fails to keep their hands visible, at all times, the student will automatically fail the exam…ZERO questions asked!**

_Barring any unforeseen events, all exam dates and times are already scheduled and will not be changed. Ultimately, it is the student’s responsibility to ensure they are available to take all exams. This means, make sure your work schedules (and other personal obligations) align with all exam dates and times. It is not the responsibility of the professor to change the dates and times of exams to fit students’ schedules._

_All exams are closed book, closed notes, and closed friends, family, acquaintances, colleagues, or any other human being besides yourself!_

**Online Exam Expectations**

Completing exams in an online format presents a significantly different experience compared to completing exams in a traditional classroom setting. Nevertheless, the expectation of upholding the highest standards of academic integrity remains unchanged. Regrettably, there has been a notable rise in academic dishonesty among students who take online exams. As an educator, it is crucial for me to establish an equitable environment for all students, regardless of whether they attend classes in person or online. It is inherently unfair for certain students to diligently prepare for exams that they will take under my supervision, while others may choose not to study and rely on cheating instead.

To address this disparity, I have implemented a policy mandating that students must keep both of their hands visible throughout the entirety of an online exam, with only a few brief exceptions. I want to emphasize that I thoroughly review the exam videos, and **any student who fails to adhere to these instructions will receive a zero on the exam without any exceptions**. For detailed guidelines on how to set up your cameras, during an online exam, please refer to pages 15 and 16 of this syllabus, which includes illustrative examples. If you have any questions or concerns regarding the online exam instructions, please do not hesitate to contact me for further clarification. Not reading and understanding the online exam instructions will not be a valid excuse!

_Failure to understand AND follow these online exam instructions will result in a grade of zero (0) being earned on an exam…regardless of the actual grade received. There will be ZERO exceptions to this policy!_
Give Your All At All Times

While students may have a minimum grade in mind, students should give their best effort for the entire semester. Students should not aim for a certain grade and then “check-out” of the course once they have earned their desired grade. In other words, if a student only desires to earn a “D” in this course, once they achieve the 60% needed to earn a “D”, they should not stop interacting with the course. If a student does “check-out” from the course for two weeks or more (three days for a Maymester course), I will assume they have voluntarily disengaged with the course, and the student will automatically fail this course…regardless of any effort previously given in the course.

Desire2Learn (Brightspace) and Online Access

The course materials for MGMT 3370 will be posted to D2L. This website will be used to support the course’s learning objectives, communicate with students, and disseminate information and grades. My primary means of communicating with students will be through D2L in the form of announcements, emails, and posting of documents. The quickest way for students to contact me is via using your “Jacks” email to email me at Antoine.Busby@sfasu.edu. The ‘professor-to-class’ primary means of course material dissemination will be through Brightspace.

I strongly urge students to get into the daily habit of checking your D2L accounts for any updates or important course announcements. D2L will also be used to administer any quizzes, mini cases, and homework that will be given this semester. If students experience difficulty accessing the course, please contact the Help Desk/Tech Support at (936) 468-1919 between the hours of 8:00AM to 5:00PM or via email at d2l@sfasu.edu.

SFA Academic Integrity Policy (University Policy 4.1)

Academic integrity is a responsibility of all university faculty and students. Faculty members promote academic integrity in multiple ways including instruction on the components of academic honesty, as well as abiding by university policy on penalties for cheating and plagiarism.

Definition of Academic Dishonesty

Academic dishonesty includes both cheating and plagiarism. Cheating includes but is not limited to (1) using or attempting to use unauthorized materials to aid in achieving a better grade on a component of a class; (2) the falsification or invention of any information, including citations, on an assigned exercise; and/or (3) helping or attempting to help another in an act of cheating or plagiarism. Plagiarism is presenting the words or ideas of another person as if they were your own. Examples of plagiarism are (1) submitting an assignment as if it were one's own work when, in fact, it is at least partly the work of another; (2) submitting a work that has been purchased or otherwise obtained from an Internet source or another source; and (3) incorporating the words or ideas of an author into one's paper without giving the author due credit. Please read the complete policy at http://www.sfasu.edu/policies/student-academic-dishonesty-4.1.pdf.
In any business profession, ethics is of upmost importance, as numerous stakeholders rely on their employees to make important decisions. These decisions include accounting, management, human resources, marketing and any other aspect of the business world. It is the intent of the Department of Management and Marketing to foster and encourage integrity in all aspects of our classes. Therefore, there will be no tolerance of academic dishonesty, including but not limited to, plagiarism, cheating on examinations, papers, or other course-related work, copying or collaborating on assignments without permission, or other inappropriate conduct. Any instances of such academic dishonesty will be documented and reported to the Dean of the Rusche College of Business and the student will receive a consequence up to and including earning an F in the course.

Students With Disabilities

To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Room 325 in the Human Services Building, 468-3004/468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/.

Withheld Grade Policy (University Policy 5.5)

Ordinarily, at the discretion of the instructor of record and with the approval of the academic chair/director, a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F. If students register for the same course in future terms the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average. For additional information, go to http://www.sfasu.edu/policies/course-grades-5.5.pdf.

Professional Conduct (Adapted from University Policy 10.4)

Classroom behavior should not interfere with the instructor’s ability to conduct the class or the ability of other students to learn from the instructional program (see the full Student Conduct Code at http://www.sfasu.edu/policies/student-conduct-code.pdf.). Unacceptable or disruptive behavior will not be tolerated. Students who disrupt the learning environment may be asked to leave class and may be subject to judicial, academic, or other penalties. This prohibition applies to all instructional forums, including electronic, classroom, labs, discussion groups, field trips, etc. The instructor shall have full discretion over what behavior is appropriate/inappropriate in the classroom. Students who do not attend class regularly or who perform poorly on class projects/exams may be referred to the iCare Early Alert Program. This program provides students with recommendations for resources or other assistance that is available to help SFA students succeed. Students will be treated as professional, mature adults and are expected to behave in this manner.
Attendance Policy

As this is an online asynchronous course, student attendance will not be monitored. This course is designed in a way that allows students to work at their own pace (within reason). As such, students should be very cognizant of the amount of time required for them to complete all assignments on time. At this stage in your college career, impeccable time management is one of the best attributes you can offer a future employer. Hence, it is very important that students are very familiar with all due dates and times of their assignments and should plan their workload accordingly.

Mental Health & Wellness

SFA values students’ mental health and the role it plays in academic and overall student success. SFA provides a variety of resources to support students' mental health and wellness. Many of these resources are free, and all of them are confidential.

On-campus Resources:
SFA Counseling Service
www.sfasu.edu/counselingservices
Health and Wellness Hub (corner of E. College & Raguet)
Phone: 936.468.2401

SFA Human Services Counseling Clinic:
www.sfasu.edu/humanservices/139.asp
Human Services, Room 202
Phone: 936.468.1041

Crisis Resources:
Burke 24-hour crisis line: 1.800.392.8343
National Suicide Crisis Prevention: 9-8-8
Suicide Prevention Lifeline: 1.800.273.TALK (8255)
Crisis Text Line: Text HELLO to 741-741

Issues With “Connect”?

If you are unable to access your Connect assignments or your Connect assignments freezes on you: Phone or email McGraw-Hill technical support. Be sure to inform them that you registered on “Connect” via D2L, not via the McGraw-Hill Web site (if this was the case).

- **Call**: Tech support at (800) 331-5094 during below times (Central Daylight Time):
  - Sunday: 11:00 AM – 11:00 PM
  - Monday thru Thursday: 24 hours
  - Friday: 11:00 PM – 8:00 PM
  - Saturday: 9:00 AM – 7:00 PM
- **Email**: Send McGraw-Hill tech support email at [click here for online support](#)
  - Complete “Your Information” on the form and select “Connect” under “Product Name.”
  - Input specific information regarding your issue(s) such as:
    - Tell them the specifics of your problem and the date and time of your issue.
    - Ask if there was a systemic Connect systems outage, and the date/times thereof.
    - Record the incident reference number they provide you.
    - Ask them to notify your professor of their findings at my email address: [Antoine.Busby@sfasu.edu](mailto:Antoine.Busby@sfasu.edu)
  - Click “Next” and then click “Submit”
Computer systems are notoriously subject to unforeseen and uncontrollable situations that may cause them to crash. Failure to complete online assignments on time due to the following unfortunate events will not be a basis for deadline extensions or “do overs” of “Connect” based assignments.

Do not use Wi-Fi connections for online assignments—use only hardwired computers such as those in computer labs, the library, and elsewhere on campus. Wireless connections—particularly those serving apartment complexes, dormitories, and other high-volume areas—are prone to disconnecting unexpectedly.

Whether or not you use a hard-wired computer, there are serious hazards involved in waiting until near the due date to complete online assignments. Risky high-volume times to complete assignments that might experience connection issues will not be a basis for a “do-over.” Accordingly:

- Without overwhelming evidence to the contrary, the assumption is that system problems with Blackboard and/or Connect that prohibit online access and/or creates outages on the assignment’s due date is a result of system overload created by an inordinate number of students attempting to access these assignments near the end of the deadline date. Your attempt to complete online assignments during this period is at your own risk.

- Bad weather such as electrical storms and the like that may result in computer disruptions.

- Depending on the day and time of a computer systems crash and waiting until the “last minute” to complete your online assignment, may result in a high probability that there will likely not be timely support from Blackboard or McGraw-Hill staff to assist you with your technical issues.

- At the risk of causing assignments to terminate prematurely, do not attempt accessing other Connect-based content while connected to the assignment.

- Do not set your computer to “time-out” during a level of inactivity that may “time-out” the assignment.

- Please note that waiting until the last minute to complete your assignments limits any assistance that Dr. Busby may be able to help you with.

During Each Assignment:

- Do not refresh the page, close the window, or click the browser's "Back" and "Forward" buttons/arrows; use only the navigation links/buttons displayed in the assignment.

- Do not double-click the Start button while waiting for assignments to load. This may cause multiple instances of the assignment to open.

- Avoid using the scroll wheel on the mouse; doing so after clicking an answer choice may inadvertently change your answer selection.
Throughout the course of the semester, you may find yourself in need of some type of support. I have had students express their shame in needing support. However, I want you to know that there is ZERO shame in needing support…we have all been there! Please, take note and, if needed, use the resources below:

**Additional University Resources**

The AARC is an award-winning program that provides free peer tutoring for many entry-level courses. Some services provided by the AARC that you may find of benefit include online resources (including the Online Writing Lab [OWL]), on-call tutoring at walk-in tables, 1:1 appointments, student instructor groups, and learning teams. For additional information, go to [http://sfasu.edu/aarc](http://sfasu.edu/aarc).

**Center for Career and Professional Development**

The Center for Career and Professional Development exists to empower students and alumni to achieve life-long career success through individualized assistance, diverse career development programs, and collaboration with both internal and external partners concentrated on career goal achievements. For additional information, go to [http://www.sfasu.edu/ccpd](http://www.sfasu.edu/ccpd).

**Counseling Services**

Counseling Services assists SFA students in overcoming obstacles to their personal and academic goals through individual and group counseling for students and outreach, presentations, training, and consultation for the campus community. For additional information, go to [http://sfasu.edu/counselingservices](http://sfasu.edu/counselingservices).

**Counseling Clinic (Human Services)**

The SFASU Counseling Clinic is a service provided by the Department of Human Services Counselor Education Programs. It is a training clinic in which services are provided by graduate students who are in the Practicum and Internship portion of their education. All services are supervised by fully licensed Counselor Education faculty. The Stephen F. Austin State University (SFASU) Counseling Clinic combines a therapeutic and community focus which offers a full continuum of counseling care. The service is geared to each person's needs. Client progress is based on the person's ability to move through counseling according to individual readiness. For additional information, go to [http://www.sfasu.edu/humanservices/139.asp](http://www.sfasu.edu/humanservices/139.asp).

**COVID-19 Specific Resources**

For the most up-to-date information related to COVID-19, please reference the SFA COVID-19 webpage at [http://www.sfasu.edu/covid19](http://www.sfasu.edu/covid19).

**Dean of Students Office**

The Dean of Students helps students when they are struggling, in-crisis, or just generally don’t know where to go. Students are encouraged to reach out when they need help with something on or off-campus and Dean of Students Office staff will assist them in navigating the issue or get them connected with the person or office that can help. Staff help to promote The SFA Way in everything they do. For additional information, go to [https://www.sfasu.edu/vpsa/85.asp](https://www.sfasu.edu/vpsa/85.asp).

**Financial Literacy**

Student Financial Advisors are available to help you with your finances through one-on-one appointments, presentations, and workshops. Topics covered include budgeting, credit cards, debt management, insurance, identity theft, fraud prevention, investing, savings, retirement, banking, and paying for college. For additional information, go to [http://www.sfasu.edu/studentaffairs/1691.asp](http://www.sfasu.edu/studentaffairs/1691.asp).

**Health Clinic**

The Health Clinic offers a full range of medical services to enrolled or registered students. For additional information, go to [http://sfasu.edu/life-at-sfa/health-safety/health-clinic](http://sfasu.edu/life-at-sfa/health-safety/health-clinic).
Involvement Center
The SFA Involvement Center a one-stop shopping site for involvement on campus. The program is the center for student involvement on our campus, a distribution and receiving site for applications for any number of opportunities on campus and a place for involved students to meet, hang out and collaborate with other students. For additional information, go to http://www.sfasu.edu/studentaffairs/69.asp.

Nutrition Counseling (Dining Services)
Should you have a food allergy, specific dietary need, or simply want help learning more about healthy eating you are encouraged to meet with Dining Services’ Registered Dietitian. For additional information, go to https://dineoncampus.com/sfa/your-dietitian.

Research and Instructional Services (RIS)
Develop research skills from hands-on and classroom experience with the Research and Instructional Services department. For additional information, go to https://library.sfasu.edu/services/#research?_k=hjbdvf.

Sex- and Gender-based Misconduct Prevention, Support, and Response (Lumberjacks Care)
The university prohibits and will not tolerate sexual misconduct because such behavior violates the university's institutional values, adversely impacts the university's community interest, and interferes with the university's mission. The university also prohibits retaliation against any person who, in good faith, reports or discloses a violation of this policy, files a complaint, and/or otherwise participates in an investigation, proceeding, complaint or remediation. Once the university becomes aware of an incident of sexual misconduct, the university will promptly and effectively respond in a manner designed to eliminate the misconduct, prevent its recurrence and address its effects. To report an incident and/or seek support, go to https://www.sfasu.edu/lumberjacks-care/.

SFA Food Pantry
The SFA Food Pantry exists to reduce food insecurity on the SFA campus. For additional information, go to http://sfasu.edu/studentaffairs/1319.asp.

Technical Support
Brightspace by D2L Support:
Website: https://www.sfactl.com/student-support
Email: d2l@sfasu.edu
Phone: 936.468.1919

Technical Support Center/Help Desk:
Website: https://help.sfasu.edu
Email: helpdesk@sfasu.edu
Phone: 936.468.4357

Veterans’ Resource Center
The Veterans Resource Center (VRC) provides a space for veterans, dependents of veterans, and ROTC members to gather, socialize, and form relationships with others that can provide networks of support and access to veterans' resources provided by the university and outside agencies. For additional information, go to http://sfasu.edu/vrc/.
### Course Schedule

<table>
<thead>
<tr>
<th>Learning Module</th>
<th>Dates</th>
<th>Chapter Readings, Assignments, and Other Tasks</th>
</tr>
</thead>
</table>
| Learning Module #1 | July 8 – July 15 | • Work through “Course Introduction Module”  
  o Read course welcome  
  o Read professor’s bio  
  o Read the syllabus  
  • Read chapter 1  
  • Read chapter 2  
  • **Assignments due by 11:59PM on Monday, July 15, 2024**  
  o Chapter 1 homework  
  o Chapter 1 quiz  
  o Mini case: Airbnb, Inc.  
  o Chapter 2 homework  
  o Chapter 2 quiz  
  o Mini case: Best Buy Co., Inc.  
  o Syllabus quiz |
| Exam #1          | July 16   | • Covers chapter 1 & 2  
  • Opens at 7:00AM ~~~~~~ Closes at 8:00PM  
  • Proctored by Proctorio+ *(READ SYLLABUS PAGES 15 & 16)* |
| Learning Module #2 | July 17 – July 22 | • Read chapter 3  
  • Read chapter 4  
  • Read chapter 5  
  • **Assignments due by 11:59PM on Monday, July 22, 2024**  
  o Chapter 3 homework  
  o Chapter 3 quiz  
  o Mini case: Netflix, Inc.  
  o Chapter 4 homework  
  o Chapter 4 quiz  
  o Mini case: Nike, Inc.  
  o Chapter 5 homework  
  o Chapter 5 quiz  
  o Mini case: Peloton Interactive, Inc. |
| Exam #2          | July 23   | • Covers chapter 3, 4, & 5  
  • Opens at 7:00AM ~~~~~~ Closes at 8:00PM  
  • Proctored by Proctorio+ *(READ SYLLABUS PAGES 15 & 16)* |
<table>
<thead>
<tr>
<th>Learning Module</th>
<th>Dates</th>
<th>Chapter Readings, Assignments, and Other Tasks</th>
</tr>
</thead>
</table>
| Learning Module #3 | July 24 – July 29 | • Read chapter 6  
• Read chapter 8  
• Read chapter 10  
• **Assignments due by 11:59PM on Monday, July 29, 2024**  
  o Chapter 6 homework  
  o Chapter 6 quiz  
  o Mini case: Rivian Automotive, Inc.  
  o Chapter 8 homework  
  o Chapter 8 quiz  
  o Mini case: Starbucks Corporation  
  o Chapter 10 homework  
  o Chapter 10 quiz  
  o Mini case: The Walt Disney Company |
| Exam #3         | July 30     | • Covers chapter 6, 8, & 10  
• Opens at 7:00AM ~~~~~ Closes at 8:00PM  
• Proctored by Proctorio+ (READ SYLLABUS PAGES 15 & 16) |
| Learning Module #4 | July 31 – August 5 | • Read chapter 12  
• Read SHRM (A) module  
• Read SHRM (B) module  
• **Assignments due by 11:59PM on Monday, August 5, 2024**  
  o Chapter 12 homework  
  o Chapter 12 quiz  
  o Mini case: Uber Technologies, Inc.  
  o No assignments for SHRM A & B modules |
| Exam #4 (Final Exam) | August 7     | • Covers chapter 1, 2, 3, 4, 6, 8, 12, SHRM (A), & SHRM (B)  
• Opens at 7:00AM ~~~~~ Closes at 8:00PM  
• Proctored by Proctorio+ (READ SYLLABUS PAGES 15 & 16) |

This syllabus is provided to you as a guide for the class content and expectations for the semester. This syllabus IS NOT a contract and is subject to change as needed. Students shall acknowledge the online version of this syllabus will ALWAYS be the most current and up-to-date.
Failure to follow these instructions will lead to a grade of zero (0) on the exam!

MUSTS

1. You must have a working webcam and microphone on the computer you use to take the exam. This can either be a built-in setup (like a laptop) or an external USB webcam with mic.

2. You will take exams through D2L using Proctorio+. You should already have Proctorio+ setup from the quizzes you've taken thus far. The exam is located in the "Exam #1" learning module.

3. Your webcam must be placed such that your hands and workspace are on camera during the entire exam. Recorded exam videos will be reviewed and failure to follow these instructions will result in your exam being scored as a zero (0).

4. If you are using an external webcam with built-in mic, your camera will need to be angled down so that your hands and workspace is visible at all times. Please see the photo on the left for an example.

5. If you are using a laptop with a built-in webcam, you must sit your laptop to the side so that your hands and workspace is visible at all times. You do not have to partially close your laptop to accomplish this. Please see the photo on the right for an example.

6. You must be in a very well-lit room. Natural light is great but make sure you aren’t sitting where the camera points at the window. This will blow out the picture. I must be able to see the workspace and your hands.

7. When prompted, you must have and show your SFA student ID, driver's license, or passport. **DO NOT use your credit or debit card as your ID.** This is just good practice as that is an easy way to get your identity stolen.

8. You must show your face to the camera for the ID check. However, during the exam, your hands, calculator and work surface must be on camera. Your face does not have to be once you complete the ID check.

9. Your hands must be on camera at all times except when clicking on an answer or moving to the next page of the exam.
MAY NOT

1. You may not have any other windows or applications open during the exam (e.g. no Excel, no PowerPoint, no Chegg, no Course Hero, no Discord, etc.) only your chosen web browser opened to the course’s D2L page.

2. You may not use any devices other than a computer (no iPads, tablets, phones, etc.).

3. You may not use your phone during the exam. Recommend setting it on Airplane Mode so it won’t ring or ding during the exam or put it in another room.

4. You may not have more than one monitor. The login check should identify this but just disconnect before you start.

5. You may not access any course content or notes during the exam (electronic or hard copy).

6. You may not wear a watch of any kind (analog or digital).

7. You may not wear headphones/ear buds, a hat, a hoodie, or sunglasses.

8. You may not leave the camera view at any time (e.g. no bathroom breaks).

9. You may not discuss the exam with any other student after you have taken it and while it is still open.

10. You may not take screenshots, pictures or copy in any way any questions. Ever! If you think there is an issue with any question, write down the number of the question and send me an email AFTER you log out of the exam. I have access to each student’s unique exam question set so you do not need to take a picture to show me which question it is.

Failure to follow these instructions will lead to a grade of zero (0) on the exam!

SO ... DO YOU HAVE ANY QUESTIONS FOR ME?