

**University of North Texas at Dallas**  
*Department of Business | School of Business*  
**BUSI 4940 Business Policy – Summer 2025**  
**Syllabus for Distance Learning**

**Instructor Name:** Rebecca Knapp, MBA  
**Office Location:** Founder's Hall 355  
**Email Address:** rebecca.knapp@untDallas.edu  
**Office Hours:** Online by Appointment  
**Classroom Location:** Online  
**Class Meeting Times & Days:** Online, July 14 - August 16, 2025

**Course Catalog Description:**

This is a capstone course, focused on the integration of functional areas and requiring students to determine policy at the general management level. Students address problems and issues faced by business firms, seeking to manage the relationships between different strategic components of the firm and integrate functional areas in order to optimize performance. Students are challenged to carry forward frameworks, theories, and skills they have learned in their entire business undergraduate program, sharing their disciplinary expertise with others on their team as a content expert in their major. Integration of each student's functional perspective with the general manager/strategic perspective is an overarching goal of this capstone course.

**Prerequisites:**

Students should have completed all business foundation courses and have senior standing. This course is to be taken in the last semester of course work. If you are NOT graduating in Fall 2021, you should not be in this class – PLEASE contact Prof. Knapp during the first week of class to discuss.

**Required Textbook:** *Strategic Management: Competitiveness and Globalization* by Michael A. Hitt, R. Duane Ireland, Robert E. Hoskisson; Cengage | 13th Edition | Copyright 2020; eBook: ISBN-10: 0357690338 | ISBN-13: 9780357690338; Paperback: ISBN-10: 0357690338 | ISBN-13: 9780357690338

**Course Goals or Overview**

This course has been structured to help you achieve four major objectives. By the end of the course you should:

1. Appreciate the value of taking a general manager's view of the firm
2. Be able to organize your thinking around a strategic framework which includes the following elements:
  - Strategy
  - Environment
  - Resources
  - Managerial beliefs, values, attitudes, and risk tolerance
  - Organization
  - Strategic fit, competitive advantage, and implementation
3. Be able to understand how functional areas interact to influence firm performance
4. Be able to make decisions that create better integration between functional areas so as to improve firm performance.

## Learning Objectives/Outcomes:

At the end of this course, students will be able to:

1. Understand the basic theory and principles of strategic analysis
2. Demonstrate the ability to conduct internal and external environment analysis for the firm
3. Be able to recognize a firm's intellectual assets
4. Be able to define and formulate:
  - o Business-level strategies
  - o Corporate-level strategies
  - o International strategies
  - o Entrepreneurial strategies
5. Understand concepts related to strategic control and corporate governance
6. Be able to create effective organizational designs
7. Demonstrate strategic leadership by creating a learning and ethical organization
8. Managing Innovation and fostering corporate entrepreneurship
9. Be able to analyze strategic management cases

## Course Outline

This schedule is subject to change by the instructor. Any changes to this schedule will be communicated in class or via class email or Canvas announcement. Additional readings and activities may be added, these will be noted in the Readings and Activities/Assignments sections.

Week Of	Topic	Homework	Due Date
JULY 14	Introduction to Course Part 1: Strategic Management Inputs	Read Chapters 1-3 Part 1 Mini-Case Part 1 Quiz	7/20
JULY 21	Part 2a: Strategic Actions: Strategy Formulation	Read Chapters 4-6 Part 2a Mini-Case Part 2a Quiz	7/27
JULY 28	Part 2b: Strategic Actions: Strategy Formulation	Read Chapters 7-9 Part 2b Mini-Case Part 2b Quiz	8/3
AUGUST 4	Part 3: Strategic Actions: Strategy Implementation	Read Chapters 10-13 Part 3 Mini-Case Part 3 Quiz	8/10
AUGUST 11	Capstone Project	Submit Executive Interview	8/14

## Important Dates - 5W2 Session

*Dates are subject to change by the Registrar but are not updated in this syllabus. Visit <https://www.untDallas.edu/sbs/important-dates.php> for accurate dates and deadlines.*

## Course Evaluation Methods

This course will utilize the following instruments to determine student grades and proficiency of the learning outcomes for the course.

### GRADING MATRIX:

Assignment	Value	Total
Weekly Check-ins (5)	10 points each	50
Mini-Cases (4)	25 points each	100
Unit (Part) Quizzes (4)	25 points each	100
Executive Interview Project (1)	100 points	100
<b>TOTAL</b>		<b>350</b>

### GRADE DETERMINATION:

A = 89.7 – 100%	314 – 350 points
B = 79.7 – 89.4%	279 – 313 points
C = 69.7 – 79.4%	244 – 278 points
D = 59.7 – 69.4%	209 – 243 points
F = 59.4% or less	208 or less points

### Weekly Check-In

You will earn credit each week by simply logging into our Canvas classroom to complete your work. The instructor can see when you log in to confirm your participation.

### Mini-Cases

Choose ONE mini-case assignment for each Unit (or Part). Multiple mini-cases will be shared to offer variety, but you **are only required to complete ONE** of your choosing each week. The cases will be shared in Canvas, but can also be found in the text at the end of each chapter.

### Unit (Part #) Quizzes

Each week includes a short quiz covering the key concepts of Management discussed throughout the course. Content of the quizzes may not always align perfectly with the text content covered each week. Rather, they test a cumulative summary of the knowledge you have acquired throughout earning your degree.

### Executive Interview Project

**You should NOT wait until the last week of class to begin this project!** Start planning for it in **Week #1**. You will interview an executive who currently serves in a management position in any field. This could be your direct or any supervisor at your place of employment, a family member who is a manager, or a leader at a company you would like to work at in the future (i.e., a great opportunity for an introduction and informational interview!). Your interview should be a conversation, not an interrogation. That is, you should not just read questions and report answers. You should engage in a thoughtful dialogue to create a narrative summary of your exchange. Further details about this written assignment will be shared in Canvas.

## **CLASSROOM POLICIES**

### **Communicating with Instructor:**

The best way to contact me is through my UNTD email ([rebecca.knapp@untdallas.edu](mailto:rebecca.knapp@untdallas.edu)). Please allow at least 24 hours for me to respond to your email before following up on it a second time. Emails received over the weekend may not be responded to until the following Monday. I will respond to inquiries posted in Canvas Discussion Forums, but no response time is guaranteed (i.e., I do not check them daily).

Students **MUST** include context to emails sent to the instructor so I can best respond to your query. That is, include your first and last name; course name, number and meeting time or “online;” and a subject line related to the assignment or topic you are asking about. This is vital to helping me, help you, and it is good practice to develop workplace communication skills.

**Late Assignment Policy:** (According to the instructor’s discretion while working in concert with the division/program’s guidelines). I do not accept any late work. I understand that many of you are full-time students as well as have responsibilities outside of the classroom. The expectations for the class are shared with you on the first day of class so you can plan your time wisely for the semester. It is the student’s responsibility to gain access to the textbook and course materials in a timely manner before or once the course begins. It is also the student’s responsibility to schedule their time to complete the required assignments by the listed deadlines, so all work is submitted on time. This policy is designed to help all students complete the course progressively and successfully. Please plan accordingly.

### **Inclement Weather and Online Classes:**

Online classes may or may not be affected by campus closures due to inclement weather. Unless otherwise notified by your instructor via e-mail, online messaging, or online announcement, students should assume that assignments are due as scheduled.

## **UNIVERSITY POLICIES AND PROCEDURES**

### **Students with Disabilities (ADA Compliance)**

#### **Chapter 7(7.004) Disability Accommodations for Students:**

The University of North Texas at Dallas makes reasonable academic accommodation for students with disabilities. Students seeking accommodations must first register with the Disability Services Office (DSO) to verify their eligibility. If a disability is verified, the DSO will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time, however, DSO notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet/communicate with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information see [Disability Services Office](#). You may also contact them by phone at 972-338-1777; by email at [UNTDDisability@untdallas.edu](mailto:UNTDDisability@untdallas.edu) or at Building PL, room 1104.

### **Canvas Instructure Accessibility Statement:**

University of North Texas at Dallas is committed to ensuring its online and hybrid courses are usable by all students and faculty including those with disabilities. If you encounter any difficulties with technologies, please contact our ITSS Department. To better assist them, you would want to have the operating system, web browser and information on any assistive technology being used. [Canvas Instructure Accessibility Statement](#) is also provided.

**NOTE:** Additional instructional technology tools, such as Turnitin, Respondus, Panopto, and publisher cartridge content (i.e. MindTap, Pearson, etc.) may NOT be fully ADA compliant. Please contact our Disability Office should you require additional assistance utilizing any of these tools.

### **Disruptive Behavior in an Instructional Setting:**

Students are expected to engage with the instructor and other students in this class in a respectful and civil manner at all times to promote a classroom environment that is conducive to teaching and learning. Students who engage in disruptive behavior will be directed to leave the classroom. A student who is directed to leave class due to disruptive behavior is not permitted to return to class until the student meets with a representative from the Dean of Students Office. It is the student's responsibility to meet with the Dean of Students before class meets again and to provide the instructor confirmation of the meeting. A student who is directed to leave class will be assigned an unexcused absent for that class period and any other classes the student misses as a result of not meeting with the Dean of Students. The student is responsible for material missed during all absences and the instructor is not responsible for providing missed material. In addition, the student will be assigned a failing grade for assignments, quizzes or examinations missed and will not be allowed to make up the work.

The Code of Student's Rights, Responsibilities, and Conduct (Policy 7.001) describes disruption as the obstructing or interfering with university functions or activity, including any behavior that interferes with students, faculty, or staff access to an appropriate educational environment. Examples of disruptive behavior that may result in a student being directed to leave the classroom include but are not limited to: failure to comply with reasonable directive of University officials, action or combination of actions that unreasonably interfere with, hinder, obstruct, or prevents the right of others to freely participate, threatening, assaulting, or causing harm to oneself or to another, uttering any words or performing any acts that cause physical injury, or threaten any individual, or interfere with any individual's rightful actions, and harassment. You are encouraged to read the Code of Student's Rights, Responsibilities, and Conduct for more information related to behaviors that could be considered disruptive.

### **Academic Integrity:**

Academic integrity is a hallmark of higher education. You are expected to abide by the University's code of Academic Integrity policy. Any person suspected of academic dishonesty (i.e., cheating or plagiarism) will be handled in accordance with the University's policies and procedures. Refer to [UNT Dallas' Student Code of Academic Integrity](#) for complete provisions of this code.

Academic dishonesty includes, but is not limited to, cheating, plagiarizing, fabrication of information or citations, facilitating acts of dishonesty by others, having unauthorized possession of examinations, submitting work of another person or work previously used without informing the instructor, or tampering with the academic work of other students.

**Web-based Plagiarism Detection:** Please be aware in some online or hybrid courses, students may be required to submit written assignments to Turnitin, a web-based plagiarism detection service, or another method. If submitting to Turnitin, please remove your title page and other personal information.

**Course Evaluation Policy:**

Student's evaluations of teaching effectiveness is a requirement for all organized classes at UNT Dallas. This short survey will be made available to you at the end of the semester, providing you a chance to comment on how this class is taught. I am very interested in the feedback I get from students, as I work to continually improve my teaching. I consider students' evaluations to be an important part of your participation in this class.

**UNTD University Attendance Policy**

The University attendance policy is in effect for this course. Class attendance in the Canvas classroom and participation is expected because the class is designed as a shared learning experience, and because essential information not in the textbook will be discussed in the discussion board. Online presence and participation in all class discussions is essential to the integration of course material and your ability to demonstrate proficiency.

Attendance for this online or hybrid course is considered when you are logged in and active in Canvas, i.e., posting assignments or completing Discussion Boards. To maintain financial aid award eligibility, activity must occur before the census date of the session or term of the course.

Refer to <http://www.untDallas.edu/registrar> for specific dates. If you are absent/not active in the course shell, it is YOUR responsibility to let the instructor know immediately, upon your return, the reason for your absence if it is to be excused. All instructors must follow university policy 7.005 covering excused absences; however, it is the instructor's discretion, as outlined in the course syllabus, of how unexcused absences may or may not count against successful completion of the course.

Purpose of the Policy

This policy was designed for several reasons including: 1) Meet the financial aid/government regulations for attendance in online courses, and 2) Allow instructors to provide clear guidelines for student attendance in online courses.

**Online "Netiquette":**

In any social interaction, certain rules of etiquette are expected and contribute to more enjoyable and productive communication. Emails, Discussion Board messages and/or any other forms of written communication in the online environment should use proper "netiquette" (i.e., no writing in all caps (usually denotes yelling), no curse words, and no "flaming" messages (angry, personal attacks).

Racial, ethnic, or gender slurs will not be tolerated, nor will pornography of any kind.

Any violation of online netiquette may result in a loss of points or removal from the course and referral to the Dean of Students, including warnings and other sanctions in accordance with the University's policies and procedures. Refer to [UNT Dallas Student Code of Conduct](#). Respect is a given principle in all online communication. Therefore, please be sure to proofread all of your written communication prior to submission.

**Diversity/Tolerance Policy:**

Students are encouraged to contribute their perspectives and insights to class discussions in the online environment. However, offensive & inappropriate language (swearing) and remarks offensive to others of particular nationalities, ethnic groups, sexual preferences, religious groups, genders, or other ascribed statuses will not be tolerated. Disruptions which violate the Code of Student Conduct will be referred to the Dean of Students as the instructor deems appropriate.

**Technology Assistance:** This course is found in the Canvas online learning platform. In order to successfully access the materials in an online course, UNT Dallas advises that your computer be equipped with the minimum system requirements listed on the first page of the syllabus. If you experience difficulty accessing or using components of the course, try using the Google Chrome browser. If you still experience technical difficulties, notify your instructor.

If the problem is still not resolved, call Student Assistance (Distance Learning) at the phone number listed at the top of the syllabus. Also, no matter what browser you use, **always enable pop-ups**. For more information see:

- [UNT Dallas Canvas Technical Requirements](#)
- [Canvas Instructure Supported & Unsupported Operating Systems](#)

#### ACCESS TO LEARNING RESOURCES:

**UNT Dallas Library:**

phone: (972) 780-1616

web: <http://www.untdallas.edu/library>

email: [library@untdallas.edu](mailto:library@untdallas.edu)

**UNT Dallas Bookstore:**

phone: (972) 780-3652

web: <http://www.untdallas.edu/bookstore>

e-mail: [untdallas@bkstr.com](mailto:untdallas@bkstr.com)

#### TECH SUPPORT:

**Supported Browsers:**

Chrome 67 & 68

Firefox 60 & 61

Flash 29, 30 (for audio/video)

Respondus Lockdown Browser

Safari 10, 11

**Access Canvas via** [untdallas.instructure.com](http://untdallas.instructure.com)

- **Username:** your EUID #
- **Password:** your password

**Getting Help with Canvas:**

Canvas 24/7 Phone Support: 1-833-668-8634

**Canvas Help Resources:** [Canvas Student Guide](#)

**Supported Devices:**

iPhone

Android

Chromebook

*(Tablet users can use the Canvas app)*

**For additional assistance, contact Student Assistance (Distance Learning):**

DAL 1, Rm 157

phone: (972)338-5580

email: [distancelearning@untdallas.edu](mailto:distancelearning@untdallas.edu)

**Screen Readers:**

VoiceOver (Safari)

JAWS (Internet Explorer)

NVDA (Firefox)

*Note: There is no screen reader support for Canvas in Chrome*

***If you are working with Canvas 24/7 Support to resolve a technical issue, make sure to keep me updated on the troubleshooting progress.***

***If you have a course-related issue (course content, assignment troubles, quiz difficulties) please contact me during office hours or by email.***