

# Hybrid Course Planning Chart - Oregon State University

Center for Teaching and Learning and Ecampus

Instructor: Morris

Course: BA 466

<b>Course Outcome</b>	<b>Assessment</b> (C = in class; O = online; B = online in class)	<b>Learning Activities &amp; Resources Needed</b> (C = in class; O = online; B = online in class)	<b>Integration between In-Class &amp; Online Components</b>
Describe the impact external environmental factors have on business strategy.	Relate competitor, industry, and general factors to the strategic planning and execution activities of a firm. (O)	Text (O), Lectures (O), and Reading Quiz: Unit 3 (B)  Company Wrap-up Report (B)  Client Reports (Group and Solo) (B)	Students will read textbook and listen to recorded lectures, in-person sessions will start with a Canvas Quiz over the assigned reading followed by an in-class discussion of critical elements from the reading.  Will explore a Sample Industry data set as groups and relate the material from the textbook/lecture and MM Student Manual to the data set. Groups will share their observations and the class will create a set of operating principles.
Develop company-wide strategy.	Assess the external environment, identify core competencies, and relate these to opportunities and threats to devise a plan of action. (O)	Text (O), Lectures (O), and Reading Quiz: Unit 5 (B)  Build a BLS, Decision Checklist exercises (O), Targeting Accuracy exercise (C)  Company Competition (C), MSP,	Students will read textbook and listen to recorded lectures, in-person sessions will start with a Canvas Quiz over the assigned reading followed by an in-class discussion of critical elements from the reading.

		MSE (O)	<p>Will explore a Sample Industry data set as groups and relate the material from the textbook/lecture and MM Student Manual to the data set. Groups will share their observations and the class will create a set of operating principles.</p> <p>Operating principles and company exercises will help students connect textbook material to the simulation – this will be vital for students to learn the software and compete in the simulated competition.</p>
Describe the causes and symptoms of business problems.	Analyze the results of multiple firms they manage during a computer-based simulation and a firm managed by others to determine the cause of poor performance and recommend a course of correction. (O)	<p>Text (O), Lectures (O), and Reading Quizzes: Units 1-7 (B)</p> <p>Micromatic Solo Practice (O), Targeting Accuracy exercise (C), Company Wrap-up Report (B)</p> <p>Client Reports (Group and Solo) (B)</p>	<p>Students will read textbook and listen to recorded lectures, in-person sessions will start with a Canvas Quiz over the assigned reading followed by an in-class discussion of critical elements from the reading.</p> <p>Classroom discussion will relate personal MSP experiences to possible business problems.</p>
Use strategic assessment tools to identify company-wide problems.	Review a firm's performance during the Company Competition using strategic analysis tools, describe areas for actionable improvement, and report to the leaders of the client company in writing and orally. (B)	<p>Text (O), Lectures (O), and Reading Quiz: Unit 4 (B)</p> <p>Targeting Accuracy exercise (C), Company Wrap-up Report (B)</p> <p>Company Competition (C), Client Reports (Group and Solo) (B)</p>	<p>Students will read textbook and listen to recorded lectures, in-person sessions will start with a Canvas Quiz over the assigned reading followed by an in-class discussion of critical elements from the reading.</p>

			Small group classroom activities will require students to apply analysis tool and frameworks to report opportunities for improved performance.
Describe problems associated with long-term strategy formulation and implementation.	Review a firm's performance during the Company Competition using strategic analysis tools, describe areas for actionable improvement, and report to the leaders of the client company in writing and orally. (B)	Text (O), Lectures (O), and Reading Quizzes: Units 5, 6 (B) Company Wrap-up Report (B) Client Reports (Group and Solo) (B)	Students will read textbook and listen to recorded lectures, in-person sessions will start with a Canvas Quiz over the assigned reading followed by an in-class discussion of critical elements from the reading.  Following the Company Competition, students will meet with a client group to compare reported outcomes with simulation reports and reconcile against best practices to propose an action plan for improving performance. Individual students will repeat this process with an independent MSE version to do the same.
Critically assess past, present, and future strategic implications associated with solutions to business-related problems.	Review a firm's performance during the Company Competition using strategic analysis tools, describe areas for actionable improvement, and report to the leaders of the client company in writing and orally. (B)	Text (O), Lectures (O), and Reading Quiz: Unit 8 (B) Company Wrap-up Report (B) Company Competition (C), Client Reports (Group and Solo) (B)	Students will read textbook and listen to recorded lectures, in-person sessions will start with a Canvas Quiz over the assigned reading followed by an in-class discussion of critical elements from the reading.  Following the Company Competition, students will meet with a client group to compare

			<p>reported outcomes with simulation reports and reconcile against best practices to propose an action plan for improving performance.</p> <p>Individual students will repeat this process with an independent MSE version to do the same.</p>
<p>Describe difficulties encountered by people working in organizations and groups.</p>	<p>Part of the Group Client Report will involve analyzing the client's organization and control systems. Student will compare observed and reported activities against models for benchmark performance. (B)</p>	<p>Text (O), Lectures (O), and Reading Quiz: Unit 2 (B)</p> <p>Company Wrap-up Report (B)</p> <p>Client Reports (Group) (B)</p>	<p>Students will read textbook and listen to recorded lectures, in-person sessions will start with a Canvas Quiz over the assigned reading followed by an in-class discussion of critical elements from the reading.</p> <p>Following the Company Competition, students will meet with a client group to compare reported outcomes with simulation reports and reconcile against best practices to propose an action plan for improving performance.</p>
<p>Communicate ideas and principles to a business-related audience through both oral and written mediums.</p>	<p>Using the material collected after the Company Competition from an assigned client firm, create, deliver, and record a presentation to the management of the client. (B)</p>	<p>Text (O), Lectures (O), and Reading Quiz: Unit 8 (B)</p> <p>Company Wrap-up Report (B)</p> <p>Action Learning (O)</p> <p>Client Reports (Group and Solo) (B); Client Presentation (C)</p>	<p>Students will read textbook and listen to recorded lectures, in-person sessions will start with a Canvas Quiz over the assigned reading followed by an in-class discussion of critical elements from the reading.</p> <p>Following the Company Competition, students will meet with a client group to compare reported outcomes with simulation</p>

			reports and reconcile against best practices to propose an action plan for improving performance. Individual students will repeat this process with an independent MSE version to do the same.
Create solutions associated with business-related problems.	Review a firm's performance during the Company Competition using strategic analysis tools, describe areas for actionable improvement, and report to the leaders of the client company in writing and orally. (B)	Text (O), Lectures (O), and Reading Quizzes: Units 1-8 (B)  Company Competition (C), Client Reports (Group and Solo) (B); Client Presentation (C)	Students will read textbook and listen to recorded lectures, in-person sessions will start with a Canvas Quiz over the assigned reading followed by an in-class discussion of critical elements from the reading.  Following the Company Competition, students will meet with a client group to compare reported outcomes with simulation reports and reconcile against best practices to propose an action plan for improving performance. Individual students will repeat this process with an independent MSE version to do the same.