

# **DBA 630: Business Process Analysis and Strategic Management**

## **School of Business and Management**

6 Credits, Graduate Course  
Spring 2021

*Access to the Internet is required.*

*All written assignments must be in Microsoft-Word-compatible formats.*

*See the library's APA Style Guide tutorial for a list of resources that can help you use APA style.*

## Faculty Information

Professional experience information for instructors is found under *Faculty Information* in the online course menu.

## Contact Information

Contact information for instructors is found under *Faculty Information* in the online course menu.

**Name:** Dr. Greg Price

**Email:** PriceG@cityu.edu

**Phone:** 206-491-0839

**Office Hours and Response Time:** Please reach out to me for personalized attention.

## Course Description

In this course, students examine an organization's operational processes that inform short- and long-term strategic planning. Students investigate forward-looking ethical strategies that are socially as well as environmentally responsible. Focusing on organizational policies and the organization's supply chain, students develop the requisite knowledge to become ethical leaders who integrate social, economic, and environmental values into responsible business strategies.

## Course Resources

Required and recommended resources to complete coursework and assignments are found on the course [Reading List](#). Note: resources listed under "Required - Must Purchase" should be purchased from a vendor of the student's own choosing; resources listed under "Available from the Library" are available at no cost to students.

## Course Outcomes

As a result of this course, students will know or be able to do the following:

- Analyze and apply ethical decision making in domestic and global contexts.
- Analyze models and theories of corporate social responsibility (CSR) in domestic and global contexts.
- Evaluate an organization's social, economic and environmental impact on domestic and global scales.
- Create strategic recommendations for improving an organization's social, economic, and/or environmental responsibility.

## Grading Scale

The grades earned for the course will be calculated using City University of Seattle's decimal grading system, found in the current University Catalog (<https://www.cityu.edu/catalog/>).

Grading rubrics with details on how each assignment will be graded are located under *Assignments* and/or in *My Grades* in the online course menu. Students should review the rubric for each assignment prior to completing their work to understand how it will be assessed.

OVERVIEW OF REQUIRED ASSIGNMENTS	% OF FINAL GRADE	POINTS
Instructor Led Conference Calls	10%	100 points
Discussion Board Activities	20%	200 points
Assign #1 – Host Country Analysis	20%	200 points
Assign #2 – Economic Case for Social and Environmental Stewardship	25%	250 points
Assign #3 – CSR Strategic Plan	25%	250 points
<b>TOTAL</b>	<b>100%</b>	<b>1,000 points</b>

## Course Assignments and Grading

The instructor will provide grading rubrics that will provide more detail as to how this assignment will be graded.

### Instructor-determined Activities

Instructor-determined activities are formative assessments selected to develop student understanding of course materials. In online courses, participation in online class discussions – answering discussion questions (DQs) and responding to answers and/responses of others in the class during each class week (session) are required activities. In online classes, you participate in all class discussions via the Blackboard Discussion Board area. Your instructor will provide additional instructions about specific activities, points possible for activities and grading criteria for specific activities, such as answering discussion questions (DQs) and contributing to class discussions. For Mixed Mode (MM) courses, follow the instructor criteria. If no differentiating criteria is presented, all discussion board prompts are required work.

Criteria	% of Grade
Contribution Quality	35%
Contribution Quantity	30%
Writing Quality	25%
Research and References	10%

<b>TOTAL</b>	<b>100%</b>
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## **Assignment #1 – Host Country Analysis**

### **Course Outcome:**

- Analyze and apply ethical decision making in domestic and global contexts.

### **Assignment Content:**

In this assignment, students conduct an analysis of a host country to prepare for global growth of an organization. Select two different countries, neither of which is the students' actual home country. Consider one country as the host and the other country as the one for an international venture. Choose a venture type: joint venture, new factory, negotiation, marketing a new product or service, etc.

Conduct an ethically purposed environmental scan of each country. Use business analysis models/frameworks to analyze both countries' domestic and global components.

Once the business analysis has been completed, evaluate the connections. Consider positive and negatively impacts the venture. Discuss how these connections may impact the values and business management approaches and procedures. Determine strengths and weaknesses of those values in terms of how they may affect business transactions. Propose a short-term strategic plan that can decrease the risk of doing business in the host country and increase the likelihood of success based on the data analyzed.

### **Presentation**

Students are to prepare a 10 - 15 (Max) slide presentation. Presentation slide count does not include the title, reference, or appendix slides. Each slide should have brief, key points displayed with images that visually tell the story being told. Students are to dress professionally when presenting. For MM or fully In-class sessions, students are required to present their research and analysis live to their peers and instructor; Online students are to record in audio format and submit a narrated presentation (See below). In both cases, audio/spoken content should equate to an average of 60 seconds per slide. (Should Online students not have the technology necessary to present via the required format, please discuss with, and gain approval from, your instructor first before including speaker notes.) Include a minimum of ten (10) quality references; five (5) that come from scholarly sources.

**Help with Creating Your Video:** Using MS PPT is an often-used solution, as is the CityU solution, Kultura. Kultura is directly connected to Bb making the video recording process a bit easier. By visiting the Student Help Center you can find HOW-TO links to recording a voice over PPT, how to make a Kultura video, among many other helpful links. There are other solutions available to use as well - Please talk to your instructor before using other options as not all

solutions can be viewed/played without downloading software or subscribing to a service. Once you have completed your presentation, upload the presentation to YouTube. Create a YouTube account if necessary. Address the privacy issue according to your preference but ensure the instructor and students in the class can view the presentation.

**Video/PPT submission to the Gradebook:** To grade your work, there must be something submitted to the gradebook. Please put the YouTube link on the cover slide of your presentation before submitting the presentation slides to the gradebook. Another option is to paste the link to a word document and submit the word document to the gradebook.

**Submission title: Last Name, First Name, Assignment Title**

<b>Criteria</b>	<b>% of Grade</b>
Critical Analysis	30%
Diverse and Global Perspectives	30%
Presentation	20%
References and APA	20%
<b>TOTAL</b>	<b>100%</b>

**Assignment #2 – Economic Case for Social and Environmental Stewardship – Presentation**

**Course Outcomes:**

- Analyze models and theories of corporate social responsibility (CSR) in domestic and global contexts.
- Evaluate an organization's social, economic and environmental impact on domestic and global scales.

**Assignment Content:**

Choose an organization (best choice is to continue with the organization from assignment #1 or choose one familiar to the student or one that can be researched.) Students will make a presentation on an economic case for social and environmental purpose that is ethically designed to influence leaders/stakeholders to adopt the ideas into the organization’s strategic vision.

The presentation is to make a case for incorporating social and environmental responsibility into the organization’s strategic objectives. Understanding and staying true to the organization’s vision and mission while also addressing leadership approaches to make the case economically viable while also improving the organization’s sustainability position. A convincing case will be one that presents information in a qualitative and quantitative manner. Recommendations are not necessary in this assignment but should be stated that they are not included.

The presentation will include:

- (a) an introduction of the organization's current social and environmental state;
- (b) an analysis of the organization's alignment between the current state and its strategic objectives;
- (c) a discussion of strategic objectives leaders of the organization can build to create a future state;
- (d) a quantitative assessment of the economic impact of the proposed changes;
- (e) a conclusion that ends with an ethical, yet influential argument to support the implementation of these proposed strategies.

## **Presentation**

Students are to prepare a 10 - 15 (Max) slide presentation. Presentation slide count does not include the title, reference, or appendix slides. Each slide should have brief, key points displayed with images that visually tell the story being told. Students are to dress professionally when presenting. For MM or fully In-class sessions, students are required to present their research and analysis live to their peers and instructor; Online students are to record in audio format and submit a narrated presentation (See below). In both cases, audio/spoken content should equate to an average of 60 seconds per slide. (Should Online students not have the technology necessary to present via the required format, please discuss with, and gain approval from, your instructor first before including speaker notes.) Include a minimum of ten (10) quality references; five (5) that come from scholarly sources.

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**Submission title: Last Name, First Name, Assignment Title**

<b>Criteria</b>	<b>% of Grade</b>
Current Alignment and State	20%
Impact and influential argument	25%
Objectives and Impact	25%

Presentation	20%
References and APA	10%
<b>TOTAL</b>	<b>100%</b>

## CSR Strategic Plan

### Course Outcome:

- Create strategic recommendations for improving an organization's social, economic, and/or environmental responsibility.

### Assignment Content:

Students are to prepare a CSR Strategic Plan for an organization (best choice is to continue with the organization from assignment #1 or choose one familiar to the student or one that can be researched.)

Visit the UN's Global Reporting Initiative (GRI) website (<https://www.globalreporting.org>) to begin this project. (Note: As GRI standards are continually updated, the GRI website will always have the most up-to-date guidelines to build the report. There is no standardized template to build the report but there are general reporting guidelines.)

The assignment calls for the student to write an ethically purposed report on the organization based on at least one GRI Standard. From the many different GRI Standards, choose one section that holds interest for you and that aligns with your chosen organization.

The assignment calls for a critical analysis to interpret the current GRI reporting criteria and for the student to write an ethically purposed CSR Strategic Plan on their chosen organization based on the criteria they choose. The goal is to develop a CSR Strategic Plan that builds on the organization's current state by proposing a future CSR visionary state with the purpose of expanding its socio-economic position.

Complete this paper within the 8–10-page limit. Page count does not include a cover and reference pages, but you are to include them. Additionally, images, charts, tables, and graphics can be used, however, they too are not considered part of the page count. No abstract is required. Use the student paper template found in the [CityU library](#). Follow APA (7th edition), double-spaced, 12 pt., Times New Roman font. Incorporate a minimum of five (5) peer-reviewed, scholarly resources. Additional resources from contemporary sources are encouraged. A total of 10 (ten) references are required for this paper. Within the paper, use course concepts learned and incorporate the writing styles, [Application](#), [Analysis](#), [Synthesis](#), and [Evaluation](#) in your paper when applicable. Students must cite sources of all ideas, facts, and information used that are not their own, even if the student has put the information into their own words. Failure to do so is plagiarism, although the oversight may be unintentional. To avoid plagiarism, check <https://library.cityu.edu/howto/apa-writing/avoid-plagiarism/>.

**Submission title: Last Name, First Name, Assignment Title**

<b>Criteria</b>	<b>% of Grade</b>
Quality of the CSR Strategic Plan	20%
Incorporates Social and Environmental Responsibility into Organizational Strategies	25%
Application and Evaluation of Ethical Perspectives/Concepts	25%
Style, Mechanics, and Organization	20%
References and APA	10%
<b>TOTAL</b>	<b>100%</b>

## **Course Policies**

Course policies on topics such as *Late Assignments*, *Participation*, and *Professional Writing* are found under *Course Information* in the online course menu. Students are responsible for reviewing and applying these policies while enrolled in this course.

## **University Policies**

Students are responsible for understanding and adhering to all of City University of Seattle's academic policies. The most current versions of these policies can be found in the [University Catalog](#) that is linked from the CityU Web site.

### **Title IX Statement**

City University of Seattle and its faculty are committed to supporting our students and seeking an environment that is free of bias, discrimination, and harassment. If students have encountered any form of sexual misconduct (e.g. sexual assault, sexual harassment, stalking, domestic or dating violence), we encourage them to report this to the University. If a student speaks with a faculty member about an incident of misconduct, that faculty member must notify CityU's Title IX coordinator and share the basic fact of the experience. The Title IX coordinator will then be available to assist students in understanding all of the options and in connecting students with all possible resources on and off campus.

To view CityU's sexual misconduct policy and for resources, please visit the [Title IX](#) and [Campus Safety](#) pages in the my.cityu.edu portal.

## Religious Accommodations

City University of Seattle has a policy for accommodation of student absences or significant hardship due to reasons of faith or conscience, or for organized religious activities. The University's policy, including more information about how to request an accommodation, is available in the University Catalog and on the [my.cityu.edu](http://my.cityu.edu) student portal. Accommodations must be requested by the 20% mark of this course (e.g. day 14 of a ten-week course, day 7 of a 5-week course) using the Religious Accommodations Request Form found on the student dashboard in the [my.cityu.edu](http://my.cityu.edu) student portal.

## Non-Discrimination & Prohibition of Sexual Misconduct

City University of Seattle adheres to all federal, state, and local civil rights laws prohibiting discrimination in employment and education. The University is committed to ensuring that the education environment is bounded by standards of mutual respect and safety and is free from discriminatory practices.

In the U.S., the University is required by Title IX of the Education Amendments of 1972 to ensure that all of its education programs and activities do not discriminate on the basis of sex/gender. Sex include sex, sex stereotypes, gender identity, gender expression, sexual orientation, and pregnancy or parenting status. Sexual harassment, sexual assault, dating and domestic violence, and stalking are forms of sex discrimination, which are prohibited under Title IX and by City University of Seattle policy. City University of Seattle also prohibits retaliation against any person opposing discrimination or participating in any discrimination investigation or complaint process internal or external to the institution. Questions regarding Title IX, including its application and/or concerns about noncompliance, should be directed to the Title IX Coordinator. For a complete copy of the policy or for more information, visit <https://my.cityu.edu/titleix> or contact the Title IX Coordinator.

In Canada, in compliance with the British Columbia Human Rights Code, the Alberta Human Rights Act, WorksafeBC, and the Workers' Compensation Board of Alberta, the University believes that its environment should at all times be supportive and respectful of the dignity and self-esteem of individuals. Discrimination, harassment and bullying conduct, whether through person to person behaviour or via electronic communications such as email or social media is not acceptable and will not be tolerated. As an educational institution, it is our responsibility to cultivate an environment of excellence, equity, mutual respect and to recognize the value and potential of every individual. The University will take all necessary steps to meet or exceed the requirements of the law to prevent discrimination, harassment and bullying. The Respectful Workplace Policy for the prevention of discrimination, harassment and bullying policy and procedure can be found at <https://www.cityu.edu/discover-cityu/about-cityu/> under the Policies section or at <https://www.cityuniversity.ca/about/> .

## Academic Integrity

Academic integrity in students requires the pursuit of scholarly activity that is free from fraud, deception and unauthorized collaboration with other individuals. Students are responsible for understanding CityU's policy on academic integrity and adhering to its standards in meeting all course requirements. A complete copy of this policy can be found in the [University Catalog](#) under *Student Rights and Responsibilities* on the page titled *Academic Integrity Policy*.

## **Late Assignments**

Students are required to submit all assignments by the due dates stated in the course schedule. A late assignment is one that is submitted after the due date or after any extension has expired. If circumstances prevent a student from meeting the due date, the student needs to contact the instructor and request an extension at least 48 hours prior to the date the assignment is due. Emergency situations will be considered on a case-by-case basis.

Being busy, pressured with outside work, technical issues, or having competing academic commitments are not valid reasons to grant extensions. A student who receives an extension in advance of the due date and abides by the agreement with the instructor is not subject to late penalties.

Without prior arrangement with the instructor, students who submit assignments late will receive a 5% deduction in grade each day or part of the day that the assignment is late up to a maximum of 25% off. Coursework received after 10 days will not be graded and will receive a zero grade unless prior arrangements have been made.

## **Attendance**

Students taking courses in any format at the University are expected to be diligent in their studies and to attend class regularly.

Regular class attendance is important in achieving learning outcomes in the course and may be a valid consideration in determining the final grade. For classes where a physical presence is required, a student has attended if they are present at any time during the class session. For online classes, a student has attended if they have posted or submitted an assignment. A complete copy of this policy can be in the [University Catalog](#) under *Student Rights and Responsibilities* on the page titled *Attendance*.

# **Support Services**

## **Disability Services Accommodations Statement**

Students with a documented disability who wish to request academic accommodations are encouraged to contact Disability Support Services to discuss accommodation requests and eligibility requirements. Please contact Disability Support Services at [disability@cityu.edu](mailto:disability@cityu.edu) or 206.239.4752 or visit the [Disability Support Services](#) page in the my.cityu.edu portal. Confidentiality will be observed in all inquiries. Once approved, information about academic accommodations will be shared with course instructors.

## **Library Services**

CityU librarians are available to help students find the resources and information they need to succeed in this course. Contact a CityU librarian through the [Ask a Librarian](#) service, or access [library resources and services online](#), 24 hours a day, seven days a week.

## **Smarthinking Tutoring**

CityU students have access to free online tutoring offered through Smarthinking, including writing support, from certified tutors 24 hours a day, seven days a week. Contact CityU's Student Support Center at [help@cityu.edu](mailto:help@cityu.edu) to request a username and password.