 

COURSE SYLLABUS

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| Bus. 480 |
| Management Capstone |
| Spring 2022 |

Course Prefix & Number

Course Name

Term

# Course Information

## Instructor Information

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| **Instructor:** | Dr. E. Martin. |
| **Offices:** | Mon. & Wed.--> Anderson C2C Center, CPS 128. Tues. & Thurs.--> CPS 410. |
| **Physical Office Hours:** | N/A |
| **Zoom Office Hours:** | Tues. & Thurs., 2:15 – 3:15 pm. Drop-in; no appointment needed.  <https://wisconsin-edu.zoom.us/j/6749152803>  Please let me know if you would like to meet at a different day/time. |
| **Office Telephone:** | 715-346-4039 in CPS 128 (Mon. & Wed.)  715-346-4303 in CPS 410 (Tues. & Thurs.)  OK to use either number, messages go to my email. |
| **E-mail:** | [emartin@uwsp.edu](mailto:emartin@uwsp.edu)  The best way to contact me between class sessions is via e-mail. To ensure a reply, include a detailed subject line in your e-mail. Your subject line should be up-to-date (not an old topic from a previous message) AND include your section number.  Note: I do not check Canvas “in-app” messages—don’t use! |
| **Expected Instructor Response Time:** | I check my e-mail and phone messages on a regular basis and am usually able to respond to your messages within 24 hours from Monday-Friday; my response may be delayed during weekends. |

## Course Information

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| **Course Description:** | “Advanced course in business administration using the case method to develop integrative problem-solving approaches to complex management problems. Analysis, formulation and execution of business strategies.” –UWSP Catalog. |
| **Credits:** | 3 |
| **Prerequisites:** | Bus. 300, 301, 325; 330, 340. |
| **Meetings** | Section 1: Tues. & Thurs., 11:00 am – 12:15 pm, CPS 210. Section 2: Tues. & Thurs., 12:30 – 1:45 pm, CPS 210. |

## Textbook & Course Materials

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| **Required Text:** | Dess, G., McNamera, G., Eisner, A., & Lee, S. (2021). Strategic Management: Text and Cases (10th ed.). New York: McGraw Hill Education. |
| **Recommended Texts:** | N/A |
| **Other Readings:** | to be posted in Canvas |
| **Other Required Materials / Applications:** | N/A |

## Course Technology

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| **Course Website:** | Bus. 480 Canvas page |
| **Other Websites:** | N/A |
| **Course Delivery:** | Our primary mode will be in-person meetings, unless UWSP changes its COVID-19 regulations. We will use occasional Zoom sessions as needed. |
| **Delivery Mode Changes:** | Changes to course delivery may occur at any time during the term to address public health and safety concerns. |
| **Canvas Support:** | Click on the HELP button (  ) in the global (left) navigation menu and note the options that appear:   * -Ask Your Instructor a Question *Submit a question to your instructor*   + Please email me directly rather than clicking “Ask Your Instructor a Question”; technical questions are best directed to Canvas personnel and help as detailed below. * Chat with Canvas Support (Student) *Live Chat with Canvas Support 24x7!*   + Chatting with Canvas Support (Student) will initiate a *text chat* with Canvas support. Response can be qualified with severity level. * Contact Canvas Support via email *Canvas support will email a response*   + Contacting Canvas Support via email will allow you to explain in detail or even upload a screenshot to show your difficulty. * Contact Canvas Support via phone *Find the phone number for your institution*   + Calling the Canvas number will let Canvas know that you're from UWSP; phone option is available 24/7. * Search the Canvas Guides *Find answers to common questions*   + Searching the [Canvas guides](https://community.canvaslms.com/docs/DOC-10701) connects you to documents that are searchable by issue. You may also opt for [Canvas video guides](https://community.canvaslms.com/docs/DOC-3891). * Submit a Feature Idea *Have an idea to improve Canvas?*   + If you have an idea for Canvas that might make instructions or navigation easier, feel free to offer your thoughts through this Submit a Feature Idea avenue.   Self-train on Canvas through the Self-enrolling/paced Canvas training course: <https://uws.instructure.com/courses/45767> |
| **UWSP Technology Support:** | The Office of Information Technology (IT) provides a Service Desk to assist students with connecting to the Campus Network, virus and spyware removal, file recovery, equipment loan, and computer repair. You can contact the Service Desk via email at [techhelp@uwsp.edu](mailto:techhelp@uwsp.edu) or at (715) 346-4357 (HELP) or visit: [https://www.uwsp.edu/infotech/Pages/ServiceDesk/default.aspx](https://www3.uwsp.edu/infotech/Pages/ServiceDesk/default.aspx)  For technology instruction sheets, online support videos, and other related resources, go to: [https://www.uwsp.edu/online/Pages/Student-Support.aspx](https://www3.uwsp.edu/online/Pages/Student-Support.aspx)  The university also provides a Technology Tutoring service in which tutors meet with students one-on-one to provide technology assistance. To receive help of this nature visit**:** [https://www.uwsp.edu/tlc/Pages/techTutoring.aspx](https://www3.uwsp.edu/tlc/Pages/techTutoring.aspx)  Additional tools designed to help students taking online or hybrid courses can be found at: [https://www.uwsp.edu/online/Pages/Online%20Student%20Orientation.aspx](https://www3.uwsp.edu/online/Pages/Online%20Student%20Orientation.aspx) |

# Learning Outcomes

## Course Goals

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| Two short quotes from President Eisenhower, referring to his experience with military planning, give great insight:  “In preparing for battle I have always found that plans are useless, but planning is indispensable.”  “Plans are nothing; planning is everything.”  Further, as the management scholar Peter Drucker wrote:  “Plans are only good intentions unless they immediately degenerate into hard work.”  Strategic planning---the focus of this class---is sometimes criticized because things never go exactly as planned. That’s oversimplifying; this doesn’t mean that we shouldn’t spend time on planning. Instead, we need to plan as best we can at present and then be prepared to make adjustments as conditions change.  While you refine your strategic planning skills, you will also be building other important skills for your future professional career. You will be practicing your business writing, presentation, teamwork and creativity skills. In both class discussions and your written work, I will expect careful reasoning and analysis. We will also focus on steps you can take now to boost your professional development, such as improving your resume, learning about LinkedIn and planning for a good start in your first professional position. |

## Course Learning Objectives

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| As part of a semester-long Strategic Review, students will:  •conduct a Five-Forces assessment of the competitive environment for a selected firm;  •construct a resources-capability matrix for a selected firm; and  •analyze the applicability of Porter’s generic strategies for a selected firm.  Students will use the TIME/GROW framework to conduct a stakeholder analysis of a strategic management case.  Students will work in teams on a semester-long strategic review of a company.  Student teams will formally present strategic recommendations, with PowerPoint, to a panel of local executives.  Students will write brief individual reports on key concepts and cases.  Student teams will write an in-depth strategic review of a company. |

## Academic Unit

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| **SBE Mission:** | The UW-Stevens Point School of Business and Economics creates career ready graduates and leaders through applied learning. We serve the businesses, economy, and people of the greater Central Wisconsin region. We specialize in preparing students for success by providing professional development experiences, access to employers, and in-demand skills.  The SBE achieves its mission by valuing:   * Talent development * Lifelong learning * Career preparation * On the job experiences * Community outreach * Regional partnerships * Continuous improvement |
| **Accreditation Commitment:** | SBE is accredited by the Association to Advance Collegiate Schools of Business (AACSB), a designation earned by only 5 percent of world business schools. Accreditation instills a culture of continuously improving our programs through connections with local business leaders, alumni and the community. |

# Course Policies

## Attendance

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| I will expect you to attend all class sessions.  Much of your learning will occur during class discussions. Therefore, it is important that you come to class ready to discuss assigned readings. You should expect to be asked to summarize the main ideas from assigned readings and to be able to refer to your notes or a marked-up version of a reading for additional details.  I will take attendance. More than two weeks’ worth of absences will result in a deduction of one letter grade from your final course grade. While you should strive to attend all class sessions, the two weeks of allowed absences should cover illnesses, emergencies, scheduling conflicts, athletic events, work or military-service obligations, etc. |

## Late Work

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| When I create an assignment in Canvas, I specify the due date. This is the date that will appear on the Canvas Calendar. For full credit, submit your assignments by the due date.  Except for presentations, you can always have a 24-hour extension, with a small late penalty. This is an insurance policy for you; use it as needed.  NOTE: In order for you to be able to submit late work in Canvas, I have to tell Canvas to keep the dropbox open beyond the due date. Canvas displays this later date as “available until.” Don’t confuse this with the due date! |

## Etiquette/Netiquette

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| Expectations include: muting your cell phones, as well as no loud shouting, excessive side conversations, arriving to class under the influence of any alcohol or drugs, profane language, verbal or physical threats, intimidation of any kind, or any other behavior that may be disruptive to other students or me. If any of this behavior is exhibited, you may be asked to leave the class for the day. Any continued disruptive behavior may result in a referral to the Dean of Students Office.  Most cases do not have “right” answers. Consequently, being “right” or “wrong” should not be your concern when contributing to class discussion. Your point of view is important and if there is a later consensus that differs from your viewpoint, that in no way diminishes the value of your earlier comments.  Besides being an active contributor in class, you should also strive to listen carefully to the comments of your fellow students. If you disagree with what someone has said, speak up and explain how and why your viewpoint differs.  In our occasional Zoom classes, I would like you to have your camera turned on to indicate that you are fully participating and ready to learn. Even though we are at a distance, being able to see one another will help us to communicate better. |

# Grading

## Grading Scheme

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| **Letter  Grade** | **Percentage Range  ( x = your score )** | | | | |
| A | 93.0% | ≤ | x | ≤ | 100.0% |
| A- | 90.0% | ≤ | x | ≤ | 92.9% |
| B+ | 87.0% | ≤ | x | ≤ | 89.9% |
| B | 84.0% | ≤ | x | ≤ | 86.9% |
| B- | 80.0% | ≤ | x | ≤ | 82.9% |
| C+ | 77.0% | ≤ | x | ≤ | 79.9% |
| C | 74.0% | ≤ | x | ≤ | 76.9% |
| C- | 70.0% | ≤ | x | ≤ | 72.9% |
| D+ | 67.0% | ≤ | x | ≤ | 69.9% |
| D | 60.0% | ≤ | x | ≤ | 66.9% |
| F | 0.0% | ≤ | x | ≤ | 59.9% |

## Grading Notes

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| N/A |

## Points Available

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| **Points** | **Item Description** |
| 20 | Memo Assignment |
| 30 | Professional Development Exercises, 3 x 10 points each |
| 90 | Strategic Review written reports, 3 x 30 points each |
| 30 | Strategic Review presentation |
| 20 | Strategic Review check-ins, 4 x 5 points each |
| 10 | Strategic Review pitch |
| 10 | SBE Pre-Graduation Tasks |
| 40 | Take-Home Final Exam |
| 10 | SBE Knowledge Exam |
| 20 | Attendance at Pro Events—Build Your Network Activities, 2 x 10 points each |
| 20 | Build Your Network Exercises, 2 x 10 points each |
| **300** |  |

# Coursework Descriptions & Commentary

## Memo Assignment

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| Early in the semester, you will analyze a short case and present your findings in the form of a business memo. |

## Professional Development Exercises

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| In the first half of the semester, you will choose three exercises from a set of exercises posted in Canvas. You will be able to work on updating your resume, refining your LinkedIn profile, learning about salary negotiation, etc. |

## Strategic Review

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| Working in teams, you will complete a three-part strategic analysis of a company of your choice. The project will give you an in-depth understanding of the models we will be studying. At the end of the semester, your team will present your strategic recommendations to the class and a panel of local executives. |

## SBE Pre-Graduation Tasks

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| Near the end of the semester, you will complete an assignment designed to give the SBE feedback on your student experience and after-graduation plans, as well as to help you keep in touch with the SBE. |

## Take-Home Final Exam

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| The final exam will consist of essay-style questions. No in-person attendance will be required. |

## SBE Knowledge Exam

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| As part of the SBE’s continuous assessment and improvement process, you will complete an online test covering fundamental concepts from required courses.  No special preparation is required.  Credit:  10 points for a score of at least 60%; 5 points otherwise. |

## Smiley Professional Events (or Pro Events)—Build Your Network Activity

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| Networking is a vital skill for professional success. The more you practice it, the easier it becomes! For your Pro Events in Business 480, you will complete two “Build Your Network” activities; these networking activities may also be counted as Pro Events. You will have the choice of meeting new contacts one-on-one for virtual or in-person lunches, as well as the option of attending larger off-campus networking events.  Several UWSP departments and programs, including the School of Business & Economics, sponsor **Smiley Professional Events** (or **Pro Events**).  Pro Events connect you to:   * *Campus* (e.g., academic coaching, student clubs); * *Community* (e.g., Rotary, Business Council): and * *Careers* (e.g., internships, networking).   As an SBE student, you will be able to choose from a wide variety of speakers, workshops and special events. With over 300 events per year on the Pro Events calendar, you will have significant flexibility in selecting your events. Whatever you choose, Pro Events will help you to make the most out of your time as a student and to prepare for transitioning into a successful career.  Visit the Pro Events web site (**proevents.uwsp.edu**) for announcements of upcoming events. You can also follow us on social media. Facebook: [UWSP School of Business & Economics](https://www.facebook.com/uwspsbe?fref=ts)  Twitter: [@UWSPBusiness](https://twitter.com/uwspbusiness)  For this course, you must attend **two** official Pro Events. One event must be before the mid-semester cut-off of **Mar. 18**; a second event must be before the end-of-semester cut-off  (**May 13**). If you go to extra events before the mid-semester cut-off, those credits will carry over into the second half of the semester. Attendance at each event will count for 10 points towards your final grade.  As we continue Pro Events during COVID, there will be a variety of ways to earn your credits:   * Attend virtual (Zoom) events in real time; receive attendance credit directly by signing in with your ID number. * Watch recordings of past events via Anderson Center Canvas page; receive attendance credit after completing quiz and survey.  **Video events must be completed by Mar. 11 for credit in the first half-semester and May 6 for credit in the second half-semester.** * Attend events in-person on campus; receive attendance credit directly. * Attend events in-person off campus; take Events Attendance form (available on Anderson Canvas page) and obtain signature.   Attendance at Pro Events will be confirmed with automatic emails to you and updated on the Pro Events web site. Please allow a week for confirmation of attendance at events held outside the SBE, such as Career Services events. If you have a question about Pro Events attendance, please email [proevents@uwsp.edu](mailto:proevents@uwsp.edu) .  If you have multiple courses or affiliations with Pro Events requirements, it is your responsibility to make sure you have attended enough events for each course/affiliation. If you have not attended enough events to cover all of your requirements, your attendance will be allocated to your courses in alpha-numeric order followed by any other affiliations.  After the mid-semester cut-off and the end of this semester’s events, I will receive reports confirming your attendance. You do not need to do anything else.  Hint: if you are having trouble finding events that fit your schedule, check out the “Create Your Own Event” option on the Anderson Center Canvas page. You can meet with an expert from Career Advising, Financial Coaching or Academic Coaching. We also highly recommend our “Lunch with a Leader” program which allows you to set up a lunch (virtual or in-person) with a business expert to learn more about their industry, company and profession. |

## Build Your Network Exercises

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| While you will earn Pro Events credit for participating in networking events, as described above, you will also be able to earn additional points by completing a structured reflection exercise for each of your networking events. |

# Schedule

## Dates and Deadlines

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| Will be posted in Canvas. All provided course schedules are organized by week number in accordance with the official UWSP Academic calendar. A direct link to the UWSP Academic calendar can be found here: [https://www.uwsp.edu/acadaff/Pages/AcademicCalendar.aspx](https://www3.uwsp.edu/acadaff/Pages/AcademicCalendar.aspx) |

# Other Administrative Details

## ADA / Equal Access for Students with Disabilities

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| The American Disabilities Act (ADA) is a federal law requiring educational institutions to provide reasonable accommodations for students with disabilities. Links to UWSP’s policies regarding ADA, nondiscrimination, and Online Accessibility (IT & Communication Accessibility) can be found at: [https://www.uwsp.edu/datc/Pages/uw-legal-policy-info.aspx](https://www3.uwsp.edu/datc/Pages/uw-legal-policy-info.aspx)  UW-Stevens Point will modify academic program requirements as necessary to ensure that they do not discriminate against qualified applicants or students with disabilities.  The modifications should not affect the substance of educational programs or compromise academic standards; nor should they intrude upon academic freedom. Examinations or other procedures used for evaluating students' academic achievements may be adapted. The results of such evaluation must demonstrate the student's achievement in the academic activity, rather than describe his/her disability.  If modifications are required due to a disability, please inform the instructor and contact the Disability and Assistive Technology Center to complete an Accommodations Request form. The Disability and Assistive Technology Center is located on the 6th Floor of Albertson Hall. For more information, call 715-346-3365, email [datctr@uwsp.edu](mailto:datctr@uwsp.edu) or visit: [https://www.uwsp.edu/datc/Pages/default.aspx](https://www3.uwsp.edu/datc/Pages/default.aspx) |

## Nondiscrimination Statement

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| It is the responsibility of the instructor to present materials and activities that are respectful of diversity, such that students from all diverse backgrounds and perspectives be well-served by this course. No person shall be discriminated against because of race, ethnicity, color, age, religion, creed, gender, gender identity, sexuality, disability, nationality, culture, genetic information, socioeconomic status, marital status, veteran’s status, or political belief or affiliation and equal opportunity and access to facilities shall be available to all. To address concerns regarding any of these issues please call 715‑346‑2606 or visit: <http://www.uwsp.edu/hr/Pages/Affirmative%20Action/About-EAA.aspx> |

## SBE Inclusivity Statement

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| It is my intent that students from diverse backgrounds and perspectives be well-served by this course, that students’ learning needs be addressed both in and out of class, and that the diversity that the students bring in and out of class be viewed as a resource, strength, and benefit. Every person has a unique perspective and we learn from hearing many of them, but not all perspectives are represented in course readings. So, learning depends upon all of you contributing to the class with your own opinions and perspectives. It is my intent to present materials and activities that are respectful of diversity: gender identity, sexuality, disability, age, socioeconomic status, ethnicity, race, nationality, religion, and culture. Your suggestions are encouraged and appreciated. Please let me know ways to improve the effectiveness of the course for you personally, or for other students or student groups.  If you have experienced a bias incident (an act of conduct, speech, or expression to which a bias motive is evident as a contributing factor regardless of whether the act is criminal) at UWSP, you have the right to report it using this link. You may also contact the Dean of Students office directly at [dos@uwsp.edu](mailto:dos@uwsp.edu) |

## Religious Beliefs Accommodation

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| It is UW System policy (UWS 22) to reasonably accommodate your sincerely held religious beliefs with respect to all examinations and other academic requirements. A direct link to this policy can be found here: <https://docs.legis.wisconsin.gov/code/admin_code/uws/22> |

## Help Resources

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| This section offers help resources relating to academic tutoring, healthcare, counseling, and other matter of student wellbeing. For help recourse related to technology use, please see section 1.4 above.  The Tutoring and Learning Center helps with Study Skills, Writing, Technology, Math, & Science. The Tutoring and Learning Center is located at 018 Albertson Hall. For more information, call 715‑346‑3568 or visit: [https://www.uwsp.edu/tlc/Pages/default.aspx](https://www3.uwsp.edu/tlc/Pages/default.aspx)  If you need healthcare, UWSP Student Health Service provides student-centered healthcare that empowers and promotes wellness for all UWSP students. Student Health Service is located on the 1st floor of Delzell Hall. For more information, call 715‑346‑4646 or visit: <http://www.uwsp.edu/stuhealth/Pages/default.aspx>  The UWSP Counseling Center is staffed with licensed mental health professionals dedicated to assisting students as they navigate difficult circumstances or resolve personal concerns. Therapy and consultation services are free of charge for registered students. The UWSP Counseling Center is located on the 3rd Floor of Delzell Hall. For more information, call 715-346-3553 or visit: <http://www.uwsp.edu/counseling/Pages/default.aspx>  In addition to the support services provided by Student Health Service and the UWSP Counseling, there are also professional support services available to students through the Dean of Students.  The Office of the Dean of Students supports the campus community by reaching out and providing resources in areas where a student may be struggling or experiencing barriers to their success. Faculty and staff are asked to be proactive, supportive, and involved in facilitating the success of our students through early detection, reporting, and intervention. As such, an instructor may contact the Office of the Dean of Students if he or she senses that a student is in need of additional support beyond what the instructor is able to provide. For more additional information, please go to <http://www.uwsp.edu/dos/Pages/default.aspx>  UWSP students may also share a concern directly if they or another member of our campus community needs support, is distressed, or exhibits concerning behavior that is interfering with the academic or personal success and/or the safety of others. Please report any concerns of this nature at: [https://www.uwsp.edu/dos/Pages/Anonymous-Report.aspx](https://www3.uwsp.edu/dos/Pages/Anonymous-Report.aspx) |

## Emergency Response Guide

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| In the event of an emergency, follow UWSP’s emergency response procedures. For details on all emergency response procedures, please go to: <http://www.uwsp.edu/rmgt/Pages/em/procedures> |

## UWSP Community Bill of Rights and Responsibilities

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| UWSP values a safe, honest, respectful, and inviting learning environment. In order to ensure that each student has the opportunity to succeed, a set of expectations has been developed for all students, staff, and faculty. This set of expectations is known as the Rights and Responsibilities document, and it is intended to help establish a positive living and learning environment at UWSP. For more information, go to: <https://catalog.uwsp.edu/content.php?catoid=10&navoid=422#section-1-communal-bill-of-rights-and-responsibilities> |

## University Attendance Policy

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| In addition to the course attendance policies determined by the instructor (noted above if applicable), the university provide standard guidelines by which students are to abide. All exceptions to the course attendance policy or the university guidelines should be documented in writing. A link to the university’s attendance guidelines can be found at: [https://www.uwsp.edu/regrec/Pages/Attendance-Policy.aspx](https://www3.uwsp.edu/regrec/Pages/Attendance-Policy.aspx) |

## University Drop Policy

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| You are expected to complete the courses for which you register. If you decide you do not want to take a course, you must follow the procedures established by the university to officially drop the course. If you never attend or stop attending a course and fail to officially drop, you will receive an F in the course at end of the semester. A link to the university’s drop policy can be found at: <https://catalog.uwsp.edu/content.php?catoid=11&navoid=431&hl=add%2Fdrop&returnto=search#Drop/Add/Withdrawal_Procedures> |

## Academic Honesty

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| UW System policy (UWS 14) states that students are responsible for the honest completion and representation of their work, for the appropriate citation of sources, and for respect of others' academic endeavors. Students suspected of academic misconduct will be asked to meet with the instructor to discuss the concerns. If academic misconduct is evident, procedures for determining disciplinary sanctions will be followed as outlined in UWS 14. A direct link to this policy can be found here: <https://docs.legis.wisconsin.gov/code/admin_code/uws/14>  **Cheating in any form, including plagiarism, will not be tolerated. Any academic misconduct will result in a failing grade for the course.**  All research assignments are to follow the American Psychological Association (APA) style guidelines for documentation, grammar, spelling, and punctuation. Points will be deducted for those deviating from APA style. Use the Publication Manual of the American Psychological Association (6th ed.) for all research projects you do for this class.  While completing your individual writing assignments, you may consult your books and notes and discuss ideas with your fellow students. The assignments are then to be written individually.  While completing your team assignments, you are to make your best effort at contributing towards the team’s success.  Using Canvas, you will be required to post a copy of most assignments to the anti-plagiarism web site turnitin.com.  Academic misconduct is an act in which a student:  •seeks to claim credit for the work or efforts of another without authorization or citation;  •uses unauthorized materials or fabricated data in any academic exercise;  •forges or falsifies academic documents or records;  •intentionally impedes or damages the academic work of others;  •engages in conduct aimed at making false representation of a student’s academic performance; or  •assists other students in any of these acts.  Examples include but are not limited to: cutting and pasting text from the Web without quotation marks or proper citation; paraphrasing from the Web without crediting the source; using notes or a programmable calculator in an exam when such use is not allowed; using another person’s ideas, words, or research and presenting it as one’s own by not properly crediting the originator; stealing examinations or course materials; changing or creating data in a lab experiment; altering a transcript; signing another person’s name to an attendance sheet; hiding a book knowing that another student needs it to prepare an assignment; collaboration that is contrary to the stated rules of the course, or tampering with a lab experiment or computer program of another student.    Academic integrity is critical to maintaining fair and knowledge-based learning at UW-Stevens Point. Academic dishonesty is a serious violation: it undermines the bonds of trust and honesty between members of our academic community, degrades the value of your degree and defrauds those who may eventually depend upon your knowledge and integrity. Examples of academic misconduct include, but are not limited to: cheating on an examination (copying from another student’s paper, referring to materials on the exam other than those explicitly permitted, continuing to work on an exam after the time has expired, turning in an exam for re-grading after making changes to the exam), copying the homework of someone else, submitting for credit work done by someone else, stealing examinations or course materials, tampering with the grade records or with another student’s work, or knowingly and intentionally assisting another student in any of the above.  If you see incidents of misconduct, you should tell me about them, in which case I will take appropriate action and protect your identity. The School of Business & Economics will inform the Dean of Students as required and additional sanctions may be applied. You could also choose to contact the Dean of Students (Dr. Troy Seppelt, email tseppelt@uwsp.edu ) and your identity will be kept confidential. |

## Grade Reviews/Appeals

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| A formal grade appeal, also known as a Grade Review, can be requested in instances when the student feels that he or she was not provided a syllabus with a grading scale in a timely manner (i.e., the end of the second week of classes) and/or the instructor did not stick with the grading scale published in the syllabus. Questions of whether or not the instructor appropriately graded one or more of the course assignments, quizzes, exams, etc. are not matters to be decided by a formal grade appeal, but rather should be taken up with the instructor directly. Information on grade reviews can be found in the University Handbook, Chapter 7, Section 5. A link to the university’s policies on non-academic misconduct can be found at: [https://www.uwsp.edu/acadaff/Pages/gradeReview.aspx](https://www3.uwsp.edu/acadaff/Pages/gradeReview.aspx) |

## Non-Academic Misconduct

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| Information on non-academic misconduct can be found in Chapters 17 and 18 of the Student Rights and Responsibilities Document. A link to the university’s policies on non-academic misconduct can be found at: [https://www.uwsp.edu/dos/Pages/stu-conduct.aspx](https://www3.uwsp.edu/dos/Pages/stu-conduct.aspx). |

## Confidentiality

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| Under FERPA, students cannot remain anonymous in a class. Students are permitted to know who else is in their class.  Learning requires risk-taking and sharing ideas. Please keep your classmates’ ideas and experiences confidential outside the classroom unless permission has been granted to share them.  This course may require students to post their work online using applications or services that have not been approved by UW-system. In this situation, the students work will only be viewable only by his or her classmates. None of the work submitted online will be shared publicly. Some assignments require account creation for online programs. The instructor of this course will not share your academic records (grades, student IDs). Confidentiality of student work is imperative, so you should not share the work of your peers publicly without their permission. By participating in these assignments, you are giving consent to sharing of your work with others in this class and you recognize there is a small risk of your work being shared online beyond the purposes of this course. Examples of additional risks include data mining by the company providing the service, selling of your email to third parties, and release of ownership of data shared through the tool. Please contact your instructor prior to the due date if you wish not to participate in these online assignments due to confidentiality concerns.  UW-System approved tools meet security, privacy, and data protection standards. For a list of approved tools, go to: <https://www.wisconsin.edu/dle/external-application-integration-requests/>. Tools not listed on the website linked above may not meet security, privacy, and data protection standards. If you have questions about tools, contact the UWSP IT Service Desk at 715-346-4357. Links to the Terms of Use and Privacy Polices for tool used at UWSP be found at: [https://www.uwsp.edu/online/Pages/Privacy-and-Accessibility-Links.aspx](https://www3.uwsp.edu/online/Pages/Privacy-and-Accessibility-Links.aspx)  Here are steps you can take to protect your data and privacy:   * Use different usernames and passwords for each service you use * Do not use your UWSP username and password for any other services * Use secure versions of websites whenever possible (HTTPS instead of HTTP) * Have updated antivirus software installed on your devices   Additional resources regarding information security at UWSP can be found at: [https://www.uwsp.edu/infosecurity/Pages/default.aspx](https://www3.uwsp.edu/infosecurity/Pages/default.aspx).  It is important for students to understand that faculty are required to report any incidents of maltreatment, discrimination, self-harm, or sexual violence they become aware of, even if those incidents occurred in the past, off campus, or are disclosed as part of a class assignment. This does not mean an investigation will occur if the student does not want that, but it does allow the university to provide resources to help the student continue to be successful. |

## Intellectual Property - A Guide to Student Recording & Sharing Class Content

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| Lecture materials and recordings for this class are protected intellectual property at UW-Stevens Point. Students in this course may use the materials and recordings for their personal use related to participation in this class. Students may also take notes solely for their personal use. If a lecture is not already recorded, you are not authorized to record my lectures without my permission unless you are considered by the university to be a qualified student with a disability requiring accommodation. [Regent Policy Document 4-1] Students may not copy or share lecture materials and recordings outside of class, including posting on internet sites or selling to commercial entities. Students are also prohibited from providing or selling their personal notes to anyone else or being paid for taking notes by any person or commercial firm without the instructor’s express written permission. Unauthorized use of these copyrighted lecture materials and recordings constitutes copyright infringement and may be addressed under the university's policies, UWS Chapters 14 and 17, governing student academic and non-academic misconduct. |

## Sample Coursework Permission

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| The instructor may wish to use a sample of your work or some of the feedback you provide on the course in future teaching or research activities. Examples: showing students an example of a well-done assignment; analyzing student responses on a particular question; discussing teaching techniques at a conference. If your coursework or feedback is used, your identity will be concealed. If you prefer not to have your work included in any future projects, please send the instructor an e-mail indicating that you are opting out of this course feature. Otherwise, your participation in the class will be taken as consent to have portions of your coursework or feedback used for teaching or research purposes. |

## Revision Clause

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| This syllabus, the provided schedule, and all aforementioned coursework, are subject to change. It is the student’s responsibility to check the course website for corrections or updates to the syllabus. Any changes will be clearly noted in a course announcement or through email. |

## COVID-19--Protocol Changes to Keep Students, Employees Safe

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| UW-Stevens Point is taking every precaution to bring students and faculty safely back to campuses for in-person classes beginning Jan. 24. The careful approach we took to return to campuses last fall was successful. You played a key role in protecting yourself and others, wearing face coverings, being vaccinated or getting tested regularly. Similar strategies are planned for the spring semester. We are monitoring COVID-19 transmission rates and are in close contact with county public health officials.  With the highly contagious Omicron variant, being up-to-date on vaccines is more important than ever. This includes vaccination and booster. We encourage all students and employees to get vaccinated and boosted to provide the strongest protection against serious illness. **A vaccine clinic for students and current employees will be held Thursday, Jan. 27, from 9 a.m. to 1 p.m. in the Lower DeBot**conference room. Pfizer and J&J vaccines will be available. Find additional locations at Vaccines.gov and upload your vaccination record [here](https://www3.uwsp.edu/C19TestingExemption).  A few modifications are being made to our protocols for the spring semester. They are detailed here and available for reference on our COVID webpage.   * [Testing](https://www3.uwsp.edu/coronavirus/Pages/testing.aspx) is now required every week for all unvaccinated employees and students. (At this time, those who are fully vaccinated, not boostered, do not need to test.) [Appointments](https://www.wihealthconnect.com/) are needed in advance. See spring testing [protocol](https://www3.uwsp.edu/coronavirus/Documents/Covid-Testing-Jan2022.pdf). Students are not required to have a COVID-19 test to return to campus for the spring semester. * Quarantine and isolation [protocols](https://www3.uwsp.edu/coronavirus/Documents/Covid-Testing-Jan2022.pdf) remain the same for students who live in residence halls – 10 days if test positive or are a close contact and vaccination is not up-to-date.\* For students who live off-campus and employees, UW-Stevens Point will follow revised Centers for Disease Control and Prevention [guidelines](https://www.cdc.gov/coronavirus/2019-ncov/your-health/quarantine-isolation.html) also known as 5+5. This means stay home for 5 full days, and if fever- and symptom- free after 5 days, they may return to class or work. (Continue to stay home if symptoms persist.) They must continue to wear a well-fitted mask at all times and monitor for symptoms for an additional 5 days.   *\* Up-to-date vaccination includes fully vaccinated plus booster*  The university is prepared to pivot temporarily to online classes if needed. In instances where the instructor is ill or quarantining and able to teach from home; or, where 50% of students are missing from any one class, instructors will be allowed to shift to online instruction for up to two weeks, with dean approval.  Please also note:   * Everyone is encouraged to wear a protective, well-fitting face covering. A well-fitted mask has no gaps between the face and mask. Good filtration blocks virus particles from getting through the mask itself. KN95 masks are best, and three-ply disposable masks are recommended. Double masking is also an effective way to improve fit and filtration. A close-fitting cloth mask can be worn on top of a disposable mask to improve fit and filtration. An initial supply will be made available to current employees and students. The chancellor's [mask mandate](https://www3.uwsp.edu/coronavirus/Documents/ChancellorMaskOrder1.1.2022.pdf) remains in effect at all UWSP facilities. * If you are sick, stay home. COVID-19 symptoms can be similar to colds. Get tested if you have symptoms or been in contact with someone who tests positive – even if you are vaccinated. If you test positive for COVID-19, report it to UWSP using this [form](https://cm.maxient.com/reportingform.php?UnivofWisconsinStevensPoint&layout_id=110).   Thank you for your taking responsibility for your own health and keeping our campus communities safe so we may continue to have in-person classes, events and activities. |