



North Central State College

MASTER SYLLABUS	2025-2026
------------------------	------------------

- A. Academic Division: Engineering Technology, Business & Criminal Justice Division
- B. Discipline: Business Administration
- C. Course Number and Title: BUSM2272 Case Studies in Business
- D. Assistant Dean: Brooke Miller, M.B.A.
- E. Credit Hours: 2
- F. Prerequisites: BUSM1150, ENGL1030 or BUSM1170, and a minimum of 45 credit hours completed
- G. Last Course/Curriculum Revision Date: Fall 2024 Origin date: 05/30/2017
- H. Textbook(s) Title:

Strategic Management: A Competitive Advantage, Concept and Cases

- Author: David, David, David
- Copyright Year: 2024
- Edition: 18th
- ISBN: 9780137897667

- I. Workbook(s) and/or Lab Manual: None
- J. Course Description: An application course in which some of the methods of identifying and solving business problems are applied to case studies. Emphasis is given to qualitative analysis and the application of the material and concepts taught in previous courses.
- K. College-Wide Learning Outcomes

College-Wide Learning Outcomes	Assessments - - How it is met & When it is met
Communication – Written	Experiential exercises/Assurance of Learning Exercise – Written Communication VALUE Rubric – Second half of the term
Communication – Oral	
Intercultural Knowledge and Competence	
Critical Thinking	Company case discussion – Critical Thinking VALUE Rubric – Second half of the term.
Information Literacy	
Quantitative Literacy	

L. Course Outcomes and Assessment Methods:

Upon successful completion of this course, the student shall:

Outcomes	Assessments – How it is met & When it is met
1. Create in outline form and describe the pertinent points of any case.	Company case discussion – occurs throughout the term
2. Review the key functional areas and decision making contributions each of these areas makes to strategic decision making.	Exams/quizzes covering each chapter of the text- Company case discussion – occurs weekly throughout the term. Strategic Case Analysis Presentation due at the end of the term. Experiential exercises assigned throughout the term.
3. Detect, describe, and define the actual cause of the case problem.	Company case discussion – occurs weekly throughout the term. Strategic Case Analysis Presentation due at the end of the term.
4. Compile and explain the various alternatives along with accompanying positive and negative aspects that may be used to solve the case problem.	Company case discussion – occurs weekly throughout the term. Strategic Case Analysis Presentation due at the end of the term. Experiential exercises assigned throughout the semester.
5. Propose and defend, against criticism, the prescribed alternative chosen to solve the problem.	Company case discussion – occurs weekly throughout the term. Strategic Case Analysis Presentation, due at the end of the term.
6. Judge and provide positive criticism on any and all cases encountered, and support their opinions with fact.	Company case discussion – occurs weekly for 13 of 16 weeks (these are submitted weekly starting week 2). Strategic Case Analysis Presentation during week 15.
7. Demonstrate an ability to participate in a group presentation, and contribute to group decision-making.	Company case discussion – occurs weekly throughout the term. Strategic Case Analysis Presentation due at the end of the term. Weekly Chapter Discussions.

M. Recommended Grading Scale:

NUMERIC	GRADE	POINTS	DEFINITION
93–100	A	4.00	Superior
90–92	A-	3.67	Superior
87–89	B+	3.33	Above Average
83–86	B	3.00	Above Average
80–82	B-	2.67	Above Average
77–79	C+	2.33	Average
73–76	C	2.00	Average
70-72	C-	1.67	Below Average
67–69	D+	1.33	Below Average
63-66	D	1.00	Below Average
60-62	D-	0.67	Poor
00-59	F	0.00	Failure

N. College Procedures/Policies:

North Central State College believes that every student is a valued and equal member of the community.* Every student brings different experiences to the College, and all are important in enriching academic life and developing greater understanding and appreciation of one another. Therefore, NC State College creates an inclusive culture in which students feel comfortable sharing their experiences.

Discrimination and prejudice have no place on the campus, and the College takes any complaint in this regard seriously. Students encountering aspects of the instruction that result in barriers to their sense of being included and respected should contact the instructor, assistant dean, or dean without fear of reprisal.

* *Inclusive of race, color, religion, gender, gender identity or expression, national origin (ancestry), military status (past, present or future), disability, age (40 years or older), status as a parent during pregnancy and immediately after the birth of a child, status as a parent of a young child, status as a foster parent, genetic information, or sexual orientation*

Important information regarding College Procedures and Policies can be found on the syllabus supplement located at

<https://ncstatecollege.edu/documents/President/PoliciesProcedures/PolicyManual/Final%20PDFs/14-081b.pdf>



North Central State College
SYLLABUS ADDENDUM

Academic Division: <u>Engineering Technology, Business & Criminal Justice</u>	Discipline: <u>Business Administration</u>
Course Coordinator: <u>Brandel Boyd</u>	
Course Number: <u>BUSM 2272</u>	Course Title: <u>Case Studies in Business</u>
Semester / Session: <u>SP 2026 / Session B</u>	Start / End Date: <u>3/16/2026 thru 5/8/2026</u>

Instructor Information

Name: <u>Shannon Eshelman</u>	Credentials: <u>MBA</u>
Phone Number: <u>419-571-4189</u>	E-Mail Address: <u>seshelman@ncstatecollege.edu</u>
Office Location: <u>Email only</u>	Office Hours: <u>Email only</u>

I. Topical Timeline / Course Calendar (Subject to Change):

Weeks	Topics	Assignment	Due Date
1	Introduction and Chapter 1	Team Assignments - Choose Company, Zoom Presentation, AOL 1 (custom), Chapter 1 Quiz	At close of week 1 as designated in Canvas
2	Chapter 2	AOL 2A and 2B, 1st Company Case Presentation (Everyone), Chapter 2 Quiz	At close of week 2 as designated in Canvas
3	Chapter 3 & 4	Career Exploration, AOL 3B and AOL 4A, Chapter 3 & 4 Quiz	At close of week 3 as designated in Canvas
4	Chapter 5 & 6	AOL 5A and AOL 6A, 2nd Company Case Presentation (Team 1 & 2), Chapter 5 & 6 Quiz	At close of week 4 as designated in Canvas
5	Chapter 7 & 8	AOL 7B and AOL 7X, 2nd Company Case Presentation (Team 3 & 4), Chapter 7 & 8 Quiz	At close of week 5 as designated in Canvas
6	Chapter 9	Business Test, AOL 9B, 2nd Company Case Presentation (Team 5 & 6), Chapter 9 Quiz	At close of week 6 as designated in Canvas
7	Chapter 11 Prep for Strategic Case	Extra Credit Assignment (20 points), Chapter 11 Quiz,	At close of week 7 as designated in Canvas
8	Strategic Case	Presentation, Bibliography	At close of week 8 as designated in Canvas

II. Grading and Testing Guidelines:

Final Grade Calculation

Activity	Scoring	Points Team	Points Individual	Percentage of Total
Chapter Quizzes	9 X 25 points each	0	225	37.50%
Strategic Case Analysis Presentation	100 points	100	0	16.67%
Annotated Bibliography	25 points	25	0	4.17%
Company Case Analysis and Presentation	2 X 50 points each	0	100	16.67%

Course Number: BUSM 2272
Semester / Session: SP 2026 / Session B

Course Title: Case Studies in Business
Start / End Date: 3/16/2026 thru 5/8/2026

Assurance of Learning Exercises (AOL)	9 X 10 points each	80	10	15.00%
Business Test	40 points	0	40	6.67%
Career Exploration	20 points	0	20	3.33%
Total Points		600		100%

III. Examination Policy:

1. The reasons for which a student will be excused from taking an examination...
 - Hospitalization (with documented verification).
 - Death in the immediate family (with documented verification).
 - Personal illness or illness in immediate family - (doctor's excuse required).
2. A student who misses an examination for any reason is responsible for...
 - Contacting me to see if making up that exam is possible.
3. No makeup opportunity will be given for absences of unscheduled quizzes.

IV. Class Attendance and Homework Make-Up Policy:

1. Class attendance is necessary to acquire the knowledge required to...
 - Create in outline form and describe the pertinent points of any case.
 - Review the key functional areas and decision making contributions each of these areas makes to strategic decision making.
 - Detect, describe, and define the actual cause of the case problem.
 - Compile and explain the various alternatives along with accompanying positive and negative aspects that may be used to solve the case problem.
 - Propose and defend, against criticism, the prescribed alternative chosen to solve the problem.
 - Judge and provide positive criticism on any and all cases encountered, and support their opinions with fact.
 - Demonstrate an ability to participate in a group presentation, and contribute to group decision-making.
2. Students are responsible for...
 - Completing assignments on time
 - Contacting me as needed for unforeseen circumstances, questions, etc.
 - Communicating with me for needed accommodations prior to assignments that need accommodation being due
3. There are no face-to-face attendance requirements. It is anticipated that students will be logging into the course frequently (many times each week) and participating. As such, attendance for this course is marked using student participation.

Your attendance may be graded and will be marked each week as:

 - fully attended (submitting all assignments for the weekly module);
 - partially attended (submitting some portion of assignments for the weekly module); or
 - absent (not submitting any assignments for a weekly module).

Homework/Participation Requirements

4. **Students must participate within the first week of the term in order to avoid being dropped for non- participation.** This is a college-wide policy. **Students must also participate in and achieve at least 67% success by the point of mid-term grade reporting to again avoid being dropped from the course for non- participation** (another college-wide policy).
5. Homework can only be made up in extenuating circumstances that are approved in advance by the instructor. Assignments submitted late without instructor approval may not be graded.
6. **If an assignment is approved to be submitted and graded late, a 20% minimum penalty will be applied. Only assignments submitted within one week of the due date will be considered for late grading.**
7. **There are no late assignments accepted after the last day of the term—NO EXCEPTIONS! Any assignments listed with due dates within finals week are final!**

Course Number: BUSM 2272
Semester / Session: SP 2026 / Session B

Course Title: Case Studies in Business
Start / End Date: 3/16/2026 thru 5/8/2026

V. Classroom Expectations:

1. You are expected to conduct yourself in this on-line class in a professional and courteous manner at all times. Please be respectful of other students.
2. All students are expected to demonstrate professional behavior and use language appropriate for the classroom learning experience.
3. You are expected to attend class and actively participate in any collaborative exercises that are being run.