



## **Ebed-Melech University Syllabus**

**BIZ 601 – Advanced Business Strategy (WA24)**  
**January 6<sup>th</sup> – February 28, 2025**

**Course Title:** BIZ 601 – Advanced Business Strategy

**Credits:** 3

**Course Length:** 8 Weeks

**Instructor:** Roxanne Kemp, PhD & Lisa Ligon, DBA

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### **Course Description:**

This course develops advanced strategic thinking skills for aligning technology-driven initiatives with faith-based business objectives. Students will explore theoretical frameworks and practical strategies to create impactful, ethically grounded business strategies. Each week builds progressively towards a final project where students apply course concepts to a real-world business challenge.

### **Course Objectives:**

By the end of this course, students will:

1. Develop strategic thinking models integrating faith-based principles.
2. Analyze case studies of successful technology-driven faith-based businesses.
3. Design a comprehensive business strategy addressing real-world challenges.
4. Demonstrate the ability to align technology initiatives with faith-based objectives.
5. Apply course concepts in a culminating final project.

### **Course Outline and Weekly Assignments:**

#### **Week 1: Strategic Thinking Foundations and Faith-Based Business Principles**

- **Literature Review:** Key strategic models and faith-based frameworks.
- **Activity:** Reflective journaling on faith's influence in strategic decision-making.
- **Assignment:** Draft a personal strategic vision statement integrating faith-based values.
- **Discussion Post:** Share personal vision in the Lion's Den, EMU's official discussion channel on Discord.

## **Week 2: Technology Integration in Faith-Based Business Models**

- **Literature Review:** Case studies of faith-based businesses using technology.
- **Activity:** Group discussion on successful tech integration.
- **Assignment:** SWOT analysis for a faith-based organization using technology.
- **Discussion Post:** Present SWOT findings in the Lion's Den.

## **Week 3: Ethical Leadership and Decision-Making**

- **Literature Review:** Ethical leadership in faith-based business contexts.
- **Activity:** Ethics role-playing exercise.
- **Assignment:** Develop a faith-based ethical decision-making framework.
- **Discussion Post:** Share ethical framework and receive peer feedback in the Lion's Den.

## **Week 4: Strategic Alignment with Organizational Mission and Vision**

- **Literature Review:** Aligning strategies with core mission and values.
- **Activity:** Workshop refining organizational mission statements.
- **Assignment:** Develop a strategy alignment plan for a chosen faith-based business.
- **Discussion Post:** Present alignment plan for peer review in the Lion's Den.

## **Week 5: Data-Driven Decision-Making in Faith-Based Contexts**

- **Literature Review:** Using data for strategic decision-making.
- **Activity:** Data analysis workshop.
- **Assignment:** Create a data-driven strategic plan for a faith-based initiative.
- **Discussion Post:** Share findings and adjustments made based on feedback in the Lion's Den.

## **Week 6: Innovation and Sustainable Growth Strategies**

- **Literature Review:** Innovation practices in faith-based business settings.
- **Activity:** Brainstorming innovative service offerings.
- **Assignment:** Design an innovative faith-based service/product.
- **Discussion Post:** Peer critique of innovative design in the Lion's Den.

## **Week 7: Faith-Based Business Case Study Development**

- **Literature Review:** Writing effective business case studies.
- **Activity:** Drafting and reviewing case studies.
- **Assignment:** Develop a faith-based business case study relevant to the final project.
- **Discussion Post:** Present case study in the Lion's Den.

## **Week 8: Final Project Presentation and Submission**

- **Activity:** Final presentation workshop.

- **Assignment:** Submit a comprehensive strategic business proposal incorporating all previous assignments.
- **Discussion Post:** Present the final project with Q&A and peer feedback in the Lion's Den.

### **Grading Breakdown:**

- Weekly Assignments: 30%
- Literature Reviews and Reflections: 20%
- Participation in Discussions/Activities: 10%
- Final Project and Presentation: 40%

### **Required Materials:**

- All materials will be provided in the courseroom.

### **Course Policies:**

- **Faith-Based Institution Notice:** Ebed-Melech University is a faith-based institution and operates under religious exemption in the state of Florida. We are not yet accredited but are on the journey toward accreditation.
- **Attendance and Participation:** Active participation in weekly discussions and the Lion's Den is required. Attendance is recorded through timely submissions.
- **Late Work:** Late assignments will be penalized unless prior arrangements are made.
- **Academic Integrity and Technology Use:** Ebed-Melech University encourages the use of AI tools and technology to support learning and research. Students may use AI to brainstorm ideas and explore topics but must ensure all work is original, properly paraphrased, and cited in APA format. Plagiarism is strictly prohibited.
- **Catalog Reference:** Please refer to the official university catalog for detailed policies on grading, withdrawals, and student conduct.

### **Final Project Expectation:**

The final project requires students to develop a comprehensive strategic business proposal integrating faith-based principles and technology strategies. This project serves as a foundational piece for the student's doctoral portfolio, supporting the creation of a ministry, business, intervention, or publication.

### **Conclusion:**

This course provides an intellectually and spiritually enriching experience, empowering students to become transformative leaders in faith-based business strategy. Engage deeply with each module, and use your learning to make a lasting impact in your field.