MGMT 4303-030 – Strategic Management

Course Description/Overview

This is a senior business capstone course concerned with the study and development of strategy for the overall organization. The course is interdisciplinary in nature, requiring students to apply knowledge and skills learned in previous courses to solve problems of an organization operating in its social, political, legal, international, economic and ecological environment. Students will also be required to take an examination covering the common body of knowledge of the BBA degree.

Prerequisite Knowledge
Senior standing, completion of all business core courses, and English or Comm. 3352.

Course Technology
Students should be familiar with the use of word, excel and PowerPoint (or other acceptable presentation) software.

Class Meeting Times
Monday and Wednesday 1:30 – 2:45, RAS 111

Technical Support
The Technology Service Center (TSC) may be contacted by calling (325) 942-2911 or 1-866-942-2911 or by email at helpdesk@angelo.edu

Faculty/Instructor Information

Name: E-mail: Larry Hettick
        lhettick@angelo.edu
Department: Management and Marketing
Address: P. O. Box 10891
         San Angelo, TX 76909 USA
Office: RAS 243
Phone: (325) 486-6094 (office) (559-942-0062 (Mobile)
Office Hours

**Day and Time:**  Monday and Wednesday 9:30 – 11:30 and 3:00 – 4:00
Tuesday and Thursday 9:00 – 9:30 and 2:00 – 3:30
Other times by appointment.

Course Objectives

**Learning Objectives:**

Demonstrate analytical thinking, critical analysis, problem solving, use of technology and use of current information resources in the research and preparation of a professional-quality business case study by:

- a. Critically analyzing and evaluating organizational mission statements and major organizational goals.
- b. Scanning and evaluating an organization’s external competitive environment.
- c. Scanning and evaluating an organization’s external general environment.
- d. Critically analyzing and evaluating an organization’s internal operating environment.
- e. Evaluating the strength of an organization’s competitive advantage.
- f. Analyzing and evaluating the effectiveness of an organization’s functional, competitive, and corporate strategies.

Demonstrate competency in team building skills as well as interpersonal, oral and written communications by preparing and presenting a professional-quality business case study in both written and presentation formats.

**Course Philosophy and Additional Skills Developed:** This class and the assignments have been developed to engage students in discussion, small group work, and other activities to actively engage your participation. Therefore, the following ground rules are applied to the course:

1. **Active participation** - Everyone – including the students and the professor, will actively participate in the class on a daily basis. A portion of your course grade (as much as one full letter grade) depends on your active involvement in the course, and your group contributions will be measured by your peers on the group project.

2. **Cooperation and Mutual Respect** - As leaders, we must learn to create an atmosphere of trust in our work teams. This means appreciating the unique set of experiences, beliefs and values each member brings to class. Another important element of trust and respect is listening. Good leaders are notable for the ability to listen to others and ask meaningful questions. Respectful turn-taking in both sharing and listening is expected.
3. Creativity – You will be challenged to create new thought. When we think through something for the first time, we are creating our logic, purposes and reasons for thinking. We are making new assumptions. We are forming new concepts. We are asking new questions. We are making new inferences. We are working out a problem in a direction that is new to us.

4. Problem-solving – You will be required to not only identify problems but also to generate solutions and make recommendations based on a logical and thorough analysis of the alternatives.

5. Individual accountability – All members of the class will be held responsible for their own learning as well as the learning within their individual project teams. No member of any team should feel that he/she is doing more or less than an equal share of the project. Therefore, each team will be given the opportunity to sanction non-contributing team members through the following process: 1) verbal warning by the group with the professor as witness; 2) written warning by the team with a copy submitted to the professor; and 3) firing by the team by unanimous vote and sufficient written documentation provided to the professor.

Assignment Submission:
All assignments MUST be submitted through the Assignments link in the Blackboard site. This is for grading, documenting, and archiving purposes. Issues with technology use arise from time to time. If a technology issue does occur regarding an assignment submission, email me at lhettick@angelo.edu and attach a copy of what you are trying to submit. Please contact the IT Service Center at (325) 942-2911 or go to your Technology Support tab to report the issue. This lets your faculty know you completed the assignment on time and are just having problems with the online submission feature in Blackboard. Once the problem is resolved, submit your assignment through the appropriate link. This process will document the problem and establish a timeline. Be sure to keep a backup of all work.

In addition to electronic submissions, you need to provide a paper copy of your individual case study assignments I and II, and a paper copy of your group assignment in class on the due date.

In this class, your individual case studies will be reviewed by one of your peers. Twenty percent (20%) of you grade for the case studies will be based on the quality of the review you provide to your peer. For these assignments (Individual Case Part 1 and Individual Case Part 2) you will submit two version – the draft version with peer review comments, and the final version with changes made following the peer review. Students will find and select a peer review partner in class.

Course Textbook and Required Readings

Required:
- David and David, 16th edition, Strategic Management. See the link for online book on blackboard for the e-book and assignments. You may purchase an access code from the bookstore or a third party, including the publisher. Make sure your access code purchase includes the e-book, the appendix with the case studies, and access to the chapter quizzes in My Management Lab.
An access code to Pearson’s FolioTek is also required to complete certain assignments. Many of you have already purchased this access code in another business class, but you will need to follow the instructions provided on Blackboard so you can use that code to link your work to this class community. As with the textbook, you may purchase an access code from the bookstore or a third party, including the publisher.

Other readings are assigned in a timely manner as needed and are provided to you as PDF, MS Word format, or a link to an online resource will be provided.

**Grading Policies**

This course employs the following to measure student learning:

- Individual case assignment - 30% (24% for your final original work and 6% for your peer review work)
- Major Field Test – 10%
- Chapter Quizzes – 10%
- Team Case - 30%
- Team Case Presentation - 10%
- Career builder (Foliotek and Career Fair) – 10%

Angelo State University employs a letter grade system. Grades in this course are determined on a percentage scale:

A = 90 – 100 %
B = 80 – 89 %
C = 70 – 79 %
D = 60 – 69 %
F = 59 % and below.

**Response Time**

Individual and team case analyses will be graded and returned to the students within one week of the assignment due date; individual case assignments may take up to two weeks.

**Missed/Late Work**

Late assignments will be penalized one letter grade per class day.

**Participation/Absenteeism**

Peer evaluation of your performance as a team member will include participation. You peer reviews can affect your group project scores by as much as 50% of the total points on the two group projects, making this rating worth 20% of your final course grade.

**Final Exam**

The final exam will be the presentation of the team case and analysis.
Course Policies

Academic Honesty and Integrity
Angelo State University expects its students to maintain complete honesty and integrity in their academic pursuits. Students are responsible for understanding and complying with the university Academic Honor Code and the ASU Student Handbook.

It is the professor's intention to be as fair and impartial as is humanly possible. Therefore, all students will be asked to adhere to the same set of guidelines and rules UNLESS there are disabilities or documented extenuating circumstances that have been discussed with the professor and the Student Life Office. Please make sure you inform the professor as soon as any situation arises. Do NOT wait until the problem is compounded by poor class performance, poor attendance, etc.

Academic integrity is expected. This includes, but is not limited to, any form of cheating, plagiarism, unauthorized sharing of work, or unauthorized possession of course materials. The professor assumes that all students can be trusted. Please do not violate this trust. Violation of academic integrity will result in a failing grade for the course.

Plagiarism
Plagiarism is a serious topic covered in ASU’s Academic Integrity policy in the ASU Student Handbook. Plagiarism is the action or practice of taking someone else’s work, idea, etc., and passing it off as one’s own. Plagiarism is literary theft.

In your written submissions, it is unacceptable to copy word-for-word without quotation marks and the source of the quotation. It is expected that you will summarize or paraphrase ideas giving appropriate credit to the source both in the body of your paper and the reference list. Papers are subject to be evaluated for originality. Resources to help you understand this policy better are available at the ASU Writing Center.

 Courtesy and Respect
Courtesy and Respect are essential ingredients to this course. We respect each other’s opinions and respect their point of view at all times while in our class sessions. The use of profanity & harassment of any form is strictly prohibited (Zero Tolerance), as are those remarks concerning one’s ethnicity, life style, race (ethnicity), religion, etc.; violations of these rules will result in immediate dismissal from the course.

Accommodations for Disability
ASU is committed to the principle that no qualified individual with a disability shall, on the basis of disability, be excluded from participation in or be denied the benefits of the services, programs or activities of the university, or be subjected to discrimination by the university, as provided by the Americans with Disabilities Act of 1990 (ADA), the Americans with Disabilities Act Amendments of 2008 (ADAAA), and subsequent legislation.
Student Affairs is the designated campus department charged with the responsibility of reviewing and authorizing requests for reasonable accommodations based on a disability, and it is the student’s responsibility to initiate such a request by emailing studentservices@angelo.edu, or by contacting:
Mrs. Dallas Swafford
Director of Student Development
Office of Student Affairs
University Center, Suite 112
325-942-2047 Office
325-942-2211 FAX
Dallas.Swafford@angelo.edu

**Student absence for religious holidays**
As stated in the Angelo State University Operating Policy and Procedure (OP 10.19 Student Absence for Observance of Religious Holy Day), a student who intends to observe a religious holy day should make that intention known in writing to the instructor prior to the absence. A student who is absent from classes for the observance of a religious holy day shall be allowed to take an examination or complete an assignment scheduled for that day within a reasonable time after the absence.

**Copyright Policy**
Students officially enrolled in this course should make only one printed copy of the given articles and/or chapters. You are expressly prohibited from distributing or reproducing any portion of course readings in printed or electronic form without written permission from the copyright holders or publishers.

**Syllabus Changes**
The faculty member reserves the option to make changes as necessary to this syllabus and the course content. If changes become necessary during this course, the faculty will notify students of such changes by email, course announcements and/or via a discussion board announcement. It is the student’s responsibility to look for such communications about the course on a daily basis.

**Title IX at Angelo State University**

Angelo State University is committed to providing and strengthening an educational, working, and living environment where students, faculty, staff, and visitors are free from sex discrimination of any kind. In accordance with Title VII, Title IX, the Violence Against Women Act (VAWA), the Campus Sexual Violence Elimination Act (SaVE), and other federal and state laws, the University prohibits discrimination based on sex, which includes pregnancy, and other types of Sexual Misconduct.

Sexual Misconduct is a broad term encompassing all forms of gender-based harassment or discrimination and unwelcome behavior of a sexual nature. The term includes sexual harassment, nonconsensual sexual contact, nonconsensual sexual intercourse, sexual assault, sexual exploitation, stalking, public indecency, interpersonal violence (domestic violence or dating violence), sexual violence, and any other misconduct based on sex.
You are encouraged to report any incidents involving sexual misconduct to the Office of Title IX Compliance and the Director of Title IX Compliance/Title IX Coordinator, Michelle Boone, J.D. You may submit reports in the following manner:

Online: www.angelo.edu/incident-form

Face to face: Mayer Administration Building, Room 210

Phone: 325-942-2022 Email:michelle.boone@angelo.edu

Note, as a faculty member at Angelo State, I am a mandatory reporter and must report incidents involving sexual misconduct to the Title IX Coordinator. Should you wish to speak to someone in confidence about an issue, you may contact the University Counseling Center (325-942-2371), the 24-Hour Crisis Helpline (325-486-6345), or the University Health Clinic (325-942-2171).

For more information about resources related to sexual misconduct, Title IX, or Angelo State’s policy please visit: www.angelo.edu/title-ix.

**Basic Needs**

Any student who has difficulty affording groceries or accessing sufficient food to eat every day, or who lacks a safe and stable place to live, and believes this may affect his or her performance in the course is urged to contact the Multicultural and Student Activities Programs Center. They are located in the University center, or you can reach out by email at multicultural@angelo.edu or by phone at 325-942-2729. The Multicultural and Student Activities Programs Center has a food pantry and other resources to help.

If you are comfortable doing so, please also reach out to me, and I may be able to put you in touch with other local community resources that can help.

**Course Drop**

To view information about how to drop this course or to calculate important dates relevant to dropping this course, you can visit http://www.angelo.edu/services/registrars_office/course_drop_provisions.php.

**Incomplete as a Course grade**

As stated in the Angelo State University Operating Policy and Procedure (OP 10.11 Grading Procedures), the grade I is given when the student is unable to complete the course because of illness or personal misfortune. An I that is not removed before the end of the next long semester automatically becomes an F. A graduate student will be allowed one year to remove a grade of I before it automatically becomes an F. To graduate from ASU, a student must complete all I's.

**Grade Appeal Process**

As stated in the Angelo State University Operating Policy and Procedure (OP 10.03 Student Grade Grievances), a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the
appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see Operating Procedure 10.03 at: http://www.angelo.edu/content/files/14196-op-1003-grade-grievance.

**Course Outline**

**MGMT 4303- 030 M W 1:30 - 2:45 Peered Section**

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Topic Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>13-Jan</td>
<td>Welcome. Writing a Case Situation Analysis; Introduction to course</td>
<td>Developing analytical and written communication skills</td>
</tr>
<tr>
<td>15-Jan</td>
<td>Discussion of NVCOB Career Success Activities, Career Development Center on resumes and interviewing</td>
<td>Understanding career development</td>
</tr>
<tr>
<td>20-Jan</td>
<td>MLK Holiday, no class</td>
<td></td>
</tr>
<tr>
<td>22-Jan</td>
<td>Chapter 1 Quiz and Lecture</td>
<td>Understanding of the strategic planning process; team processes. Choose Teams.</td>
</tr>
<tr>
<td>27-Jan</td>
<td>Chapter 2 Quiz and Lecture; Discuss personal vision statement &amp; mission statement. Discuss individual case assignment I.</td>
<td>Writing Mission Statements; Critically analyzing and evaluating Understanding team processes needed for completion of project.</td>
</tr>
<tr>
<td>29-Jan</td>
<td>Team Work Day. Choose company for team case study project and create project plan.</td>
<td>Understanding team processes needed for completion of project.</td>
</tr>
<tr>
<td>3-Feb</td>
<td>Chapter 3 Quiz and Lecture: Discuss EFE. Signups for resume review.</td>
<td>Understanding of how the external environment impacts strategic planning given current international conditions</td>
</tr>
<tr>
<td>5-Feb</td>
<td>Bad Weather Day</td>
<td>no class</td>
</tr>
<tr>
<td>10-Feb</td>
<td>Chapter 4 Quiz and Lecture; Discuss IFE</td>
<td>Understanding of the internal functions in strategic planning</td>
</tr>
<tr>
<td>11-Feb</td>
<td>Chapter 5 Quiz and Lecture; Discuss individual case part 2.</td>
<td>Using analytical, critical and problem solving skills for creativity strategic planning purposes</td>
</tr>
<tr>
<td>12-Feb</td>
<td>Mock Interviews 3:30- 5:00 PM. Etiquette Dinner 6:00 - 8:00 PM. Both @ University Center. Registration Required.</td>
<td>Extra Credit Opportunity</td>
</tr>
<tr>
<td>17-Feb</td>
<td>Chapter 6 Quiz and Lecture; Discussion of SWOT, BCG, IE and QSPM</td>
<td>Using analytical, critical and problem solving skills for creativity strategic planning purposes</td>
</tr>
<tr>
<td>19-Feb</td>
<td>Individual Case Part 1 peer reviews in class- bring paper draft of Individual Case Part 1 for peer reviews.</td>
<td></td>
</tr>
<tr>
<td>Date</td>
<td>Event</td>
<td>Extra Credit Opportunity</td>
</tr>
<tr>
<td>---------</td>
<td>----------------------------------------------------------------------</td>
<td>------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>19-Feb</td>
<td><strong>Job Fair 101, Rassman 100. Choose 1: Feb 18 @ 12 - 1:00 or Feb 19 @ 12:30 - 1:30.</strong></td>
<td><strong>Developing analytical, critical and problem solving skills needed for strategic formulation</strong></td>
</tr>
<tr>
<td>24-Feb</td>
<td>Continue discussion of chapter 6 planning tools. Review requirements for individual case part 3.</td>
<td></td>
</tr>
<tr>
<td>26-Feb</td>
<td><strong>Individual Case Part 1 due.</strong> Submit draft with peer comments and final copy with changes on Blackboard by 11:59 PM. <strong>Individual Case Part 2 expectations discussion. Chapter 7 Quiz Due. Class Lecture on Financial Statements and Ratio Analysis.</strong></td>
<td><strong>Understand how financial statements are related and how to determine ratios.</strong></td>
</tr>
<tr>
<td>2-Mar</td>
<td>Chapter 8 Quiz due. Chapter 7-9 Discussion and Lecture.</td>
<td><strong>Demonstrate analytical thinking, critical analysis, problem solving, use of technology and use of current information resources in the research and preparation of a professional-quality business case study.</strong></td>
</tr>
<tr>
<td>4-Mar</td>
<td>Chapter 7-9 Discussion and Lecture continued. Chapter 9 Quiz Due. Final resume due on Blackboard and Foliotek.</td>
<td><strong>Understanding of internal functions in the implementation of strategic plan; understanding of the importance of review and evaluation of strategic plan</strong></td>
</tr>
<tr>
<td>9-Mar</td>
<td>Spring Break</td>
<td></td>
</tr>
<tr>
<td>11-Mar</td>
<td>Spring Break</td>
<td></td>
</tr>
<tr>
<td>16-Mar</td>
<td>Chapter 7-9 Discussion and Lecture continued. Chapter 9 Quiz Due. Final resume due on Blackboard and Foliotek.</td>
<td><strong>Understanding of internal functions in the implementation of strategic plan; understanding of the importance of review and evaluation of strategic plan</strong></td>
</tr>
<tr>
<td>18-Mar</td>
<td>Individual Case Part 2 peer reviews in class- bring paper draft of Individual Case Part 2 for peer reviews.</td>
<td></td>
</tr>
<tr>
<td>23-Mar</td>
<td><strong>Individual Case Part 2 due.</strong> Submit draft with peer comments and final copy with changes on Blackboard by 11:59 PM.</td>
<td><strong>Attendance required (20 points possible)</strong></td>
</tr>
<tr>
<td>25-Mar</td>
<td>Career Fair 11- 2:00 University Center. Professional Dress and Resume required.</td>
<td><strong>Demonstrate analytical thinking, critical analysis, problem solving, use of technology and use of current information resources in the research and preparation of a professional-quality business case study.</strong></td>
</tr>
<tr>
<td>30-Mar</td>
<td>Team Case Situational Analysis Discussion (Group project Part 1). Team Work Day in class.</td>
<td></td>
</tr>
<tr>
<td>1-Apr</td>
<td>Team Work Day in Class</td>
<td></td>
</tr>
<tr>
<td>6-Apr</td>
<td>Team Case Analysis Discussion (Group Project Part 2). Team Work Day in Class.</td>
<td><strong>Demonstrate analytical thinking, critical analysis, problem solving, use of technology and use of current information resources in the research and preparation of a professional-quality business case study.</strong></td>
</tr>
<tr>
<td>8-Apr</td>
<td>Team Case Analysis Discussion. Team Work Day in Class.</td>
<td></td>
</tr>
<tr>
<td>13-Apr</td>
<td>Team Case Analysis Discussion. Team Work Day in Class.</td>
<td></td>
</tr>
<tr>
<td>Date</td>
<td>Event</td>
<td>Notes</td>
</tr>
<tr>
<td>-------</td>
<td>-----------------------------------------------------------------------</td>
<td>----------------------------------------------------------------------</td>
</tr>
<tr>
<td>15-Apr</td>
<td>Team work day in class. <strong>Team Case Part I Background is due; submit electronic copy on Blackboard by 11:59 PM.</strong></td>
<td>quality business case study.</td>
</tr>
<tr>
<td>20-Apr</td>
<td>Team Case Analysis Discussion. Team Work Day in Class.</td>
<td></td>
</tr>
<tr>
<td>22-Apr</td>
<td>Guest Lecture: Interviewing Skills--Meeting People on Their Level</td>
<td>Understanding career development</td>
</tr>
<tr>
<td>27-Apr</td>
<td><strong>MFT Deadline for credit. All Foliotek Assignments Due for Credit.</strong> <strong>Team Case Part II Situation Analysis is due;</strong> submit electronic copy in Blackboard and deliver hardcopy of Part I and Part II to Marketing and Management Department Office by 5 PM. Team Work Day in Class.</td>
<td></td>
</tr>
<tr>
<td>29-Apr</td>
<td>Team Case Presentations Groups 1 and 2; professional dress required. Finals Schedule, class meets 3:30 - 5:30</td>
<td>Developing oral communication skills required for presentation of final project</td>
</tr>
<tr>
<td>4-May</td>
<td>Team Case Presentations Groups 3-5; professional dress required. Finals Schedule, class meets 3:30 - 5:30</td>
<td>Developing oral communication skills required for presentation of final project</td>
</tr>
<tr>
<td>6-May</td>
<td>No Class, Finals Week</td>
<td></td>
</tr>
</tbody>
</table>