

SAM HOUSTON STATE UNIVERSITY
COLLEGE OF BUSINESS ADMINISTRATION
Department of Management and Marketing
Course Syllabus – Fall 2017

Course Number: Management 4390
Course Title: Strategic Management & Policy
Prerequisites: 15 hours of required courses
Professor: Dr. Charles J. Capps III, SPHR
Telephone: 936-294-1895

Office: Smith-Hutson, Room #236Q
Hours: MW 12:30 – 2:00
TTh 12:00 – 12:30 and by Appointment
Emails: mgt_cjc@shsu.edu
capps@shsu.edu

Required Text: *Strategic Management 12th, 13th, 14th, 15th or 16th Edition* by Fred David

MGMT 4390: STRATEGIC MANAGEMENT AND POLICY course description. This undergraduate business capstone strategic management course presents relevant background literature, fundamental management principles, technical analytical strategic tools, and case studies to develop the student's proficiency for future executive opportunities. The course covers principles of top executive management and applies the formulation, implementation and evaluation of corporate business strategies and policy. A combination of corporate strategic audit analysis with report and presentation, and lecture are used in the course. Because of intense global competition the course contemplates the determination of both domestic and international strategies and policies for the successful integration of major management activities in a for-profit business organization.

Course Objectives: Students are expected to:

1. Demonstrate an understanding of the history, purpose, process and development of the strategic management function in organizations,
2. Analyze strategic management cases and formulate realistic strategies for a business organization to successfully compete in the future, and
3. Present their analyses and formulated strategies in both acceptable verbal and written form.

Course Evaluation Process:

The four (4) assessments are weighted at 100 points each. You must complete all assignments. The two (2) exams are worth 100 points each. The strategic audit report with presentation (both team and individual) is worth 100 points (50 points for the paper and 50 points for the presentation). If you miss your scheduled presentation time, **you are subject to a 10% penalty**. Hardcopy of your report is due in class on the day you are scheduled to present. The provision for extra credit is an application letter and resume, which will add ½ point to your final average. Additionally, perfect attendance (zero absences) will add one (1) point to your final average and any fraction of a point will be rounded up in your favor!

GRADING SCALE

89.5-100=A 79.5-89.49=B 69.5-79.49=C 59.5-69.49=D Below 59.5=F

University Policies:

Student Absences on Religious Holy Days Policy:

Section 51.911(b) of the Texas Education Code requires that an institution of higher learning excuse a student from attending classes or other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. A student whose absence is excused under this subsection may not be penalized for that absence and shall be allowed to take an examination or complete an assignment from which the student is excused within a reasonable time after the absence. University Policy 861001 provides the procedure to be followed by the student and the instructor. A student desiring to absent himself/herself from a scheduled class in order to observe (a) religious holy day(s) shall present to each instructor involved a written statement concerning the religious holy day(s). This request must be made in the first fifteen days of the semester or the first seven days of a summer session in which the absence(s) will occur. The instructor will complete a form notifying the student of a reasonable time frame in which the missed assignments and/or examinations are to be completed. Notification date for Fall 2017 is Friday, September 1, 2017.

Students with Special Needs Policy:

It is the policy of Sam Houston State University that no otherwise disabled individual shall, solely by reason of his/her handicap, be excluded from the participation in, be denied the benefits of, or be subjected to discrimination under any academic, Student Life program, or activity. Handicapped students may request academic assistance when needed from the Committee for Continuing Academic Assistance for Disabled Students by visiting the Director of the Counseling Center in Lee Drain Annex, or by calling X41720.

Attendance Policy:

Class attendance is mandatory and influences your grade. You are responsible for keeping up with your absences and tardies. You will not be penalized for three (3) absences when assignments have not been missed. However, your final average is subject to being lowered for each absence in excess of three (3). Also, three (3) tardies are calculated as one (1) absence. **EXAMPLE:** If you have four (4) absences, then minus -4 points off your final average; if five (5) absences, then minus -5 points; if six (6) absences, then -6 points; etc. You are expected to be in class on time, and stay for the entire class once you arrive. If you leave after attendance is taken, then one (1) point will be deducted from your final average each time.

Class Policy:

You must be registered for the course to attend class; thus, no visitors are allowed. Food, drinks, tobacco products, tape recorders, and any activated devices are **NOT** allowed in the classroom. If you use a cell phone (or any electronic device) or should it ring, your final grade will be lowered by minus -5 points each time, you will be asked to leave and will be counted absent for that day. Caps/hats and all electronic devices are not allowed in the classroom on test days. Hardcopy of your strategic audit report is due in class on the day you present without exception. Drop day is Friday, November 101, 2017. Last day to resign from a course is Friday, December 1, 2017.

WEEK	ASSIGNMENTS
8/23-24	Introduction/Overview
8/28-31	Chapters 1 and 2 - Form Teams and Select Companies
9/05-07	Chapters 3 and 4 - Select Individual Companies
9/11-14	Chapter 5 and Review Chapters 1-5
9/18-21	TEST #1 (Chapters 1-5) and Chapter 6
9/25-28	<u>Library Day: Orientation to the Business Databases</u> and Chapter 7
10/02-05	Chapters 8 and 9
10/09-12	Review Chapters 6-9 and TEST #2 (Chapters 6-9)
10/16-19	Team Strategic Audits: Two Presentations Daily
10/23-26	Team Strategic Audits: Two Presentations Daily
10/30/31-11/02	Bump Day: Individual Strategic Audits: Three Presentations Daily
11/06-09	Individual Strategic Audits: Three Presentations Daily
11/13-16	Individual Strategic Audits: Three Presentations Daily
11/20-23	Individual Strategic Audits: Three Presentations Daily
11/27-30	Individual Strategic Audits: Three Presentations Daily
12/04-07	Makeup Strategic Audit Presentations & Comprehensive Essay Makeup Exams

NOTICE:

Anyone caught cheating or plagiarizing (software used) will immediately fail the course and be recommended for permanent academic expulsion from the university!