

Management 5300
Foundations of Strategic Management
Fall 2017
On-Line Course

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SHB 236F

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Office Hours: As an on-line course, I can be reached through Virtual Office, a tool within Blackboard. I will check it at least once daily M-Sat, most likely in the mornings. If you have an urgent matter, send me an e-mail to my SHSU e-mail address, or text message requesting help to my cellphone.

Course Description: This course is a stem course for the MBA program. It is designed to provide entering MBA students who do not have an undergraduate degree in business with the essential principles, concepts, and tools necessary in management, marketing, and management information systems in order to perform in the MBA program. As such, this course is highly compressed. It will require intensive study and will seek to assess your readiness to succeed in the MBA program.

Required Text: While the essential material necessary to succeed in the course will be presented on-line, students often prefer to have a textbook as an additional resource. Later editions of all of the texts on which the course is based may be obtained used from the vendor of your choice (Amazon, Chegg for electronic versions are two you may consider.) Except for the MIS texts, you are not required to purchase latest edition, new texts. Some of these texts are available in both hardbound and softbound versions. The hardbound versions contain a lot of supplemental material that will not be used, so the softbound versions are sufficient. The texts you need to acquire are bolded below:

MANAGEMENT:

Robbins/Coulter, *MANAGEMENT*, 13th edition, Robbins and Coulter. ISBN: 13-9780133910292 (Pearson publishing)

IMPORTANT! Thanks to a special arrangement that SHSU has with Pearson Publishing, *this text and MyManagementLab is available to you at no cost in the electronic version.* Once you are enrolled in the course, contact the professor to receive the key code to download your text.

MARKETING:

Lamb/Hair/McDaniel, *MKTG*, 11th edition ISBN 13: **Lamb/Hair/McDaniel, *MKTG*, 11th edition, Southwestern (Cengage Learning). (ISBN-13: 9781337116800. (NEWEST EDITION)**

OR, you can purchase a used copy of the prior edition. Lamb/Hair/McDaniel, *MKTG*, 10th edition, Southwestern (Cengage Learning). (ISBN-13: 9781305631823) (can be purchased used).

MANAGEMENT INFORMATION SYSTEMS:

Bidgoli, MIS⁶ -- Management Information Systems, Cengage.com

Shellman/Vodnik: New Perspectives -- Access 2016-Introductory (**ISBN-10:** 1305880285| **ISBN-13:** 9781305880283), Cengage.com

Parsons/Oja/Carey/Desjardins: New Perspectives - Excel 2016- Intermediate (**ISBN-10:** 1305880412 | **ISBN-13:** 9781305880412). Cengage.com

Course Objectives: This is a stem course in the MBA program. The goals of the course are:

1. Provide essential knowledge, concepts, and tools as foundations for management, marketing, and management information systems. More detailed objectives will be provided for each subject area.
2. Establish the level of rigor and performance expectations for success in the MBA program.
3. Introduce students to performance expectations in team collaboration.
4. Introduce students to the essential research skills to navigate business databases and appropriately cite resources in written work.
5. Overall, prepare students to succeed in the MBA program in matters pertaining to these subject areas.

Course Requirements: The course is divided into four sessions – Management, Marketing, Strategy, and Management Information Systems, plus a final team-based comprehensive project. The detailed requirements are identified at the beginning of each session. As appropriate for each session, learning will be fostered through combinations of narrated PowerPoint presentations, supplemental video and graphics, lab exercises, threaded discussions, database research, firm analysis, quizzes, and short-answer essay questions.

COURSE EXPECTATIONS: You are entering advanced training seeking to become a business professional. You are expected to conduct yourself as such. Bring your best, not just what you think may suffice. Deadlines are real. Performance is real. Collaboration is real. Thinking is required. Command of subject matter content is necessary but not sufficient for success. Analytical insight is what differentiates the MBA professional from the business practitioner.

WRITTEN WORK: The College of Business Administration has a Writing Initiative to assure that all of our graduates are proficient in writing and documentation. Please consult closely the Guidelines for Written Work contained in the Getting Started with MGMT 5300 section of the home page for the course.

GRADING SCHEME:

A	=	90-100
B	=	80-89
C	=	70-79
D	=	60 - 69
F	=	less than 60

ASSIGNMENT WEIGHTS: The grading is distributed across the content units as indicated. Within each subject area, see the grading rubric for that section. Weekly content to be learned, assignments, and deliverables are detailed on Blackboard for each session.

Principles of Management	25%
Principles of Marketing	21%
Strategy	10%
Management Information Systems	20%
Industry/Competitor Analysis (team project)	14%
Capstone Project – Case Analysis	<u>10%</u>
	100%

The Academic Success Center: Located in Farrington 111, the Center is open from 8 a.m. until 7 p.m. Monday through Thursday, 8 a.m. until 3 p.m. on Friday, and 2 - 7 p.m. on Sunday. Writing tutors will work with you at any stage of the writing process (brainstorming, generating a draft, organizing a draft, or revising a draft) for any written assignment. The Writing Center operates on an appointment system, so please call (936) 294-3680 to schedule a session with a writing tutor. Skype sessions are available for distance students, and a tutor is available at the University Center. See website for more information: www.shsu.edu/wctr.

For students in the Woodlands area, assistance in writing, math, and research skills is also available from the Academic Success Center facility at The Woodlands Center (SHSU). To schedule assistance, call 936-202-5102 (ASC@TWC).

University Policies:

Academic dishonesty

All students are expected to engage in all academic pursuits in a manner that is above reproach. Students are expected to maintain honesty and integrity in the academic experiences both in and out of the classroom. Any student found guilty of dishonesty in any phase of academic work will be subject to disciplinary action. The University and its official representatives may initiate disciplinary proceedings against a student accused of any form of academic dishonesty including but not limited to, cheating on an examination or other academic work which is to be submitted, plagiarism, collusion and the abuse of resource materials. For a complete listing of the university policy, see: [Dean of Student's Office](#)

Student absences on religious holy days policy

Section 51.911(b) of the Texas Education Code requires that an institution of higher education 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. Section 51.911 (a) (2) defines a religious holy day as: “a holy day observed by a religion whose places of worship are exempt from property taxation under Section 11.20...” 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 procedures to be followed by the student and 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). The instructor will complete a form notifying the student of a reasonable timeframe in which the missed assignments and/or examinations are to be completed. For a complete listing of the university policy, see:

</dept/academic-affairs/documents/aps/students/861001.pdf>

Students with disabilities policy

It is the policy of Sam Houston State University that individuals otherwise qualified shall not be excluded, solely by reason of their disability, from participation in any academic program of the university. Further, they shall not be denied the benefits of these programs nor shall they be subjected to discrimination. Students with disabilities that might affect their academic performance should register with the Office of Services for Students with Disabilities located in the Lee Drain Annex (telephone 936-294-3512, TDD 936-294-3786, and e-mail disability@shsu.edu). They should then make arrangements with their individual instructors so that appropriate strategies can be considered and helpful procedures can be developed to ensure that participation and achievement opportunities are not impaired.

SHSU adheres to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations for students with disabilities. If you have a disability that may affect adversely your work in this class, then I encourage you to register with the SHSU Services for Students with Disabilities and to talk with me about how I can best help you. All disclosures of disabilities will be kept strictly confidential. NOTE: No accommodation can be made until you register with the Services for Students with Disabilities. For a complete listing of the university policy, see:

<http://www.shsu.edu/dotAsset/7ff819c3-39f3-491d-b688-db5a330ced92.pdf>

Visitors in the classroom

Only registered students may attend class. Exceptions can be made on a case-by-case basis by the professor. In all cases, visitors must not present a disruption to the class by their attendance. Students wishing to audit a class must apply to do so through the Registrar's Office.