

Syllabus for Online MGMT 4390

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Virtual Office Contact: Use email and I will respond to you within 48 hours of the time you initiate contact. Check your email and BlackBoard (Bb) announcements daily.

PREREQUISITES: MGMT 3380, MKTG 3310, FINC 3320 and senior standing.

REQUIRED TEXTS: GLO-BUS Premier and simulation. I will give you a code to order this combination text/simulation on-line. This will require you to use a credit card to make your payment.

COURSE DESCRIPTION: In this course we will study how a company positions itself for success over the long term.

PURPOSE: The purpose of this course is to refine your information processing skills and analytic ability. You will be afforded the opportunity to engage in critical thinking and to apply in an integrative way what you have learned about various functional areas of business, i.e. finance, marketing, production, management, accounting. The course takes a systems perspective of the organization and emphasizes the need for strategic managers to develop the synergies required for effective utilization of organizational resources.

The course places you in the role of a top-level manager. You will gain experience in making managerial decisions within a team setting.

OBJECTIVES:

- 1) To develop an understanding of strategic management concepts and theories.
- 2) To develop an awareness of emerging environmental issues and business trends.
- 3) To develop an appreciation of the responsibilities of top level managers.
- 4) To integrate functional skills into a broader organizational and managerial perspective.
- 5) To improve your ability to function effectively in a team.
- 6) To refine analytical and critical decision-making skills.
- 7) To practice persuasive written communication skills.

METHODS FOR ACCOMPLISHING OBJECTIVES: Quizzes, simulation and a strategic audit will be used to help you master concepts and techniques relating to strategic management and practice processing information and making decisions. You will learn the basic ideas and frameworks underlying strategic management from mastering the textbook content. The simulation puts you in a dynamic environment so you can practice making strategic decisions. This is a unique opportunity to see how your decisions are impacted by other people's decisions and how decisions about financing, production, marketing, and staffing are interrelated. By completing a strategic

audit, you will demonstrate that you can apply those ideas to a real company and integrate what you have learned in your finance, accounting, management and marketing courses.

Quizzes/exams- Ten online chapter quizzes over material from the etextbook will cover concepts of strategic management. You may take a quiz within the scheduled period up to two times. Your best score will be recorded. At the end of the semester there will be an exam over the ten chapters we will have covered in the textbook. This exam is intended to help students who have had a technical, personal or health problem during the semester. The grade from the exam can be used to replace 0s on 1 or 2 missed quizzes. There will be no make up for missed quizzes in excess of two. Weight: 30%

Simulation: At the beginning of class you will be assigned to a two-three member team to insure that different skill sets are represented. Each team member will complete 2 online simulation quizzes (note these quizzes are different from chapter quizzes) and a peer evaluation which I will use as one input in determining the participation score. The team as a whole will complete 2 practice decision rounds, 7 tournament decision rounds and one 3-year strategic plan. The weights for determining the simulation grade are: 60% overall game to date score at end of last round; 10% quiz 1; 15% quiz 2; 10% 3yr strategic plan score breakdown of these parts; 5% participation. The simulation grade has a weight of 30% in determining the final course grade.

Company Strategic Audit: Each team member will write a professional report analyzing a different publicly traded company from the same industry and formulating a strategic plan for that company. Guidelines for the 2-part audit analysis will be provided and will form the rubric for grading the audit. The company must be publicly traded and may not be one of the top 3 firms in terms of market share in its industry. (Your score drops a grade level for every day you are late with your submission so be sure to adhere to the schedule.) Weight: Part 1, 20%; Part 2, 20%

GRADING: A, 90-100%; B, 80-89%; C, 70-79%; D, 60-69%; F, below 60%. Most of your individual grades will be posted on Glo-Bus; but the strategic audit points will be posted on BlackBoard. At the end of the semester, I will consolidate the grades into the BlackBoard gradebook, but in the meantime you should be able to calculate your standing using the posted grades and the weights above.

Attendance is the prerequisite to thoughtful participation and learning! For online classes this means attendance at virtual team meetings. You will lose up to 20% of your simulation grade if you do not participate in group decisions.

Professionalism: Rude, crude or nonconstructive comments made online demonstrate a lack of professionalism. Your final grade will be dropped 5% if you ignore a warning to discontinue such behavior.

SHSU Policies

Any type of scholastic dishonesty (e.g., cheating, plagiarism, collusion, etc.) will not be tolerated at all. If any student(s) is/are found involved in any act of academic dishonesty, serious action (a failing grade) will result. Please make sure not to “copy” anyone else’s work either intentionally or unintentionally. Plagiarism is defined as using someone else’s words or ideas without proper attribution. The proliferation of Web pages and electronic publications makes it easy for plagiarism, accidental or otherwise, to occur. When in doubt, make sure to include a full citation as a reference at the end of the paper. See: <http://www.shsu.edu/administrative/faculty/sectionb.html#dishonesty>

Religious holy days policy: 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. 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.

Accommodation for students with disabilities policy: 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 Counseling Center 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 Counseling Center. It is the policy of SHSU that no otherwise qualified disabled individual shall, solely by reason of a handicap, be excluded from the participation in, be denied the benefits of, or be subjected to discrimination under any SHSU activity. Handicapped students may request academic assistance when needed from a Committee for Continuing Academic Assistance for Disabled Students by visiting the Director of the Counseling Center in the Lee Drain Building.

Final Note: If you think this course will involve a great deal of work, you are correct. You will spend a great deal of time solving problems and articulating your opinion. In your work this semester, there will often not be one "right answer," but some solutions will be better than others depending on the objectives and resources of the firm you are analyzing. I expect your opinions to be grounded in facts and theory! Surveys of corporate executives indicate the importance of analytic, integrative, and communication skills. This course is designed to help you develop those skills. Good Luck!