

SAM HOUSTON STATE UNIVERSITY  
COLLEGE OF BUSINESS ADMINISTRATION  
Department of Management and Marketing  
Course Syllabus – Spring 2018

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 12:30 – 2:00 and by Appointment  
Emails: [mgt\\_cjc@shsu.edu](mailto:mgt_cjc@shsu.edu)  
[capps@shsu.edu](mailto:capps@shsu.edu)

Required Text: *Strategic Management 13<sup>th</sup>, 14<sup>th</sup>, 15<sup>th</sup>, 16<sup>th</sup> or 17<sup>th</sup> 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 Spring 2017 is Friday, January 26, 2018.

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.

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