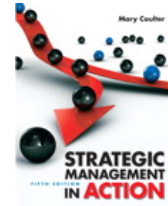


BMGT 2341.11012
Strategic Management Syllabus
Fall 2012

Instructor: Sue Jones
E-mail: sjones@odessa.edu
Office: Sedate Hall Room 209
Phone: 432-335-6454

Start Date: 8-28-2012
End Date: 12-6-2012
3 Credit Hours

Class Time: TTH 8:30-9:50 am
Sedate Hall Room 210-2



Notice: It is the student's responsibility to check the syllabus for updates and changes during the semester.

Class Website: <http://www.odessa.edu/dept/management/sjones/strategic.htm>

Instructor's Office Hours: <http://www.odessa.edu/dept/management/sjones/officehours.htm>

Required Text: Strategic Management in Action, 5th edition by Mary Coulter – Prentice Hall Publisher. ISBN: 0-13607828-1. Textbook website: http://wps.prenhall.com/bp_coultr_sm_5/.

Course Description (Catalog Description): A study of the strategic management process, including analysis of how organizations develop and implement a strategy for achieving organizational objectives in a changing environment.

ICOs: 1,2,3,4,5,6

Course Learning Outcomes: Upon successful completion of this course, student will be prepared to

- Explain the processes involved in management strategy
- Develop a strategic management plan for an organization

Course Expectations: This is a college level course and you will, therefore, be expected to uphold established college standards as outlined in the most recent Odessa College Catalog. Your final grade will be based upon a combination of the following factors:

1. Preparedness
2. Purposeful participation in the classroom discussion
3. Ability to relate and apply the concepts discussed in the course
4. Scores on exams, projects, and other assignments
5. Attendance of a minimum of 4 community leadership meetings
6. Score on final exam



Note that preparedness and purposeful participation are the first two elements of the grading criteria. This is **not** strictly a lecture course. Students will be required to actively participate in the

discussions, both individually and in assigned groups. You cannot participate if you are not present in class, and purposeful participation is difficult to achieve if you are not prepared. If you must be absent, please contact your instructor before the absence if possible or as soon after the missed class as possible to make arrangements for the make-up work or missed assignments. **This is your responsibility.** Show respect to everyone in the class by communicating appropriately - do not sleep or put your head or feet on the tables or chairs.

The instructor's office hours and phone number are listed above. Please do not hesitate to utilize this time to discuss any course-related topic.

Business Leadership students are encouraged to make an appointment with Connie Nichols or Sue Jones to discuss both academic and career goals toward the end of each long semester.

Departmental and Instructor Course Requirements, Evaluation Methods and Grading Policy: There are projects and/or assignments associated with this course as well as a Final Exam. The assignments must be completed and turned in by due date. Students are required to attend a minimum of 4 community leadership meetings during each semester. Check the meeting page located on the instructor's website for a list of organizations, meeting dates and times, and instructions.

Your grade will be a compilation of the following categories:

1.	Attendance	25%
2.	Homework/Research	15%
3.	Tests	15%
4.	Case-Analysis/Presentations	15%
5.	Community Leadership Meetings	10%
6.	Final Exam	10%

The projected cutoff point for A's, B's, C's, and D's are based on a 90%, 80%, 70%, and 60%, respectively. At the end of the semester these projected cutoff points will be adjusted (i.e. raised or lowered) in order to reflect the overall performance of the class. Thus the actual grade will not be known with certainty until after the semester is over.

Success Coaches: The Odessa College Student Success Coaches will help you stay focused and on track to complete your educational goals. If an instructor sees that you might need additional help or success coaching, he or she may submit a Retention Alert or a Starfish Alert. A Student Success Coach will contact you to work toward a solution.

If you consider withdrawing or dropping this class, please contact the instructor who will provide information regarding withdrawals, dropping a class or receiving an incomplete.

Business Leadership students should be aware that a grade of a "C" or better is necessary to meet the degree or certificate requirements.

Student E-mail: If you have not already accessed your Odessa College Student E-mail, please follow the link to set up your account: <http://www.odessa.edu/gmail/>

Objective of the Business Leadership Department: The primary object of the business leadership program is to prepare each student for employment by providing skills training in critical thinking, problem solving, decision making, communication, self-management, and leadership. The business leadership program is not intended to serve as preparatory work toward a baccalaureate degree. Students planning to pursue a four-year degree should consult the upper level institution of their choice regarding transferability of courses.

Department Web site: <http://www.odessa.edu/dept/management/>

Business Leadership Department Philosophy: Marketing is the core of all business practices - from the mom and pop neighborhood store to Fortune 500 companies. To help students understand this broad based concept, the following acronym has been created by Sue Jones and Connie Nichols, instructors in the Business Leadership Department of Odessa College:

- **M - managing**
- **A - all**
- **R - resources,**
- **K - knowledge and**
- **E - efforts**
- **T - toward**
- **I - intentionally**
- **N- navigating**
- **G - gains**

Information regarding student support services, academic dishonesty, disciplinary actions, special accommodations, or students' and instructors' right to academic freedom can be found in the [Odessa College Student Handbook](#).

Student Evaluation of Instruction: The SEI process for face-to-face and online courses is scheduled for the week of November 26th.

Expectations for Engagement – Face to Face Learning

To help make the learning experience fulfilling and rewarding, the following Expectations for Engagement provide the parameters for reasonable engagement between students and instructors for the learning environment. Students and instructors are welcome to exceed these requirements.

Reasonable Expectations of Engagement for Instructors

1. As an instructor, I understand the importance of clear, timely communication with my students. In order to maintain sufficient communication, I will
 - provided my contact information at the beginning of the syllabus;
 - respond to all messages in a timely manner through telephone, email, or next classroom contact; and,
 - notify students of any extended times that I will be unavailable and provide them with alternative contact information (for me or for my supervisor) in case of emergencies during the time I'm unavailable.
2. As an instructor, I understand that my students will work to the best of their abilities to fulfill the course requirements. In order to help them in this area, I will
 - provide clear information about grading policies and assignment requirements in the course syllabus, and
 - communicate any changes to assignments and/or to the course calendar to students as quickly as possible.
3. As an instructor, I understand that I need to provide regular, timely feedback to students about their performance in the course. To keep students informed about their progress, I will
 - return classroom activities and homework within one week of the due date and
 - provide grades for major assignments within 2 weeks of the due date or at least 3 days before the next major assignment is due, whichever comes first.

Reasonable Expectations of Engagement for Students

1. As a student, I understand that I am responsible for keeping up with the course. To help with this, I will
 - attend the course regularly and line up alternative transportation in case my primary means of transportation is unavailable;
 - recognize that the college provides free wi-fi, computer labs, and library resources during regular campus hours to help me with completing my assignments; and,
 - understand that my instructor does not have to accept my technical issues as a legitimate reason for late or missing work if my personal computer equipment or internet service is unreliable.
2. As a student, I understand that it is my responsibility to communicate quickly with the instructor any issue or emergency that will impact my involvement with or performance in the class. This includes, but is not limited to,
 - missing class when a major test is planned or a major assignment is due;
 - having trouble submitting assignments;
 - dealing with a traumatic personal event; and,
 - having my work or childcare schedule changed so that my classroom attendance is affected.
3. As a student, I understand that it is my responsibility to understand course material and requirements and to keep up with the course calendar. While my instructor is available for help and clarification, I will
 - seek out help from my instructor and/or from tutors;
 - ask questions if I don't understand; and,
 - attend class regularly to keep up with assignments and announcements.

Special Needs: Odessa College complies with Section 504 of the Vocational Rehabilitation Act of 1973, and the American with Disabilities Act of 1990. If you have any special needs or issues pertaining to your access to and participation in this class, please contact me to discuss your concerns. You may also call the Office of Disability Services at 335-6861 to request assistance and accommodations. Students with disabilities are expected to carry out their obligations in completing coursework required of all students.

Accrediting: Odessa College is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award associate degrees and certificates. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097 or call 404-679-4500 for questions about the accreditation of Odessa College.

General inquiries about Odessa College, such as admission requirements, financial aid, educational programs, etc., should be addressed directly to the College and not to the Commission's office.

BMGT 2341 STRATEGIC MANAGEMENT
Tentative Schedule - Fall 2012

Date	Topic	Assignment
Week 1		
8-28/30	Introductions – Overview of Course Strategic Management Current Event	Read Chapter 1
Week 2		
9-4/6	Chapter One – Introducing the Concepts	Read Appendix 1 & 2
Week 3		
9-11/13	Appendix 1 – How to do a Comprehensive Case Analysis Appendix 2 – Sample Case Analysis	
Week 4		
9-18/20	Case Analysis	Read Chapter 2
Week 5		
9-25/27	Chapter 2 – The Context of Managing Strategically	Read Chapter 3
Week 6		
10-2/4	Chapter 3 – Assessing Opportunities and Threats: Doing an External Analysis	Read Chapter 4
Week 7		
10-9/11	Chapter 4 – Assessing Strengths and Weaknesses	
Week 8		
10-16/18	Case Analysis	Read Chapter 5
Week 9		
10-23/25	Chapter 5 – Functional Strategies	Read Chapter 6
Week 10		
10-30/11-1	Chapter 6 – Competitive Strategies	Read Chapter 7
Week 11		
11-6/8	Chapter 7 – Corporate Strategies	Read Chapter 8
Week 12		
11-13/15	Case Analysis	
Week 13		
11-20/22	Thanksgiving Holiday	
Week 14		
11-27/29	Chapter 8 – Special Topics	Final Exam Instructions

Date	Topic	Assignment
Week 15		
12-4/6	Work on Final Presentations Case Presentations	
Week 16		
12-11	Final Exam Week	

Holiday: September 3, 2012 – Labor Day – College Closed
 November 21/24, 2012 – Thanksgiving Holidays – College Closed
 November 14, 2012 – Last Day to Drop
 December 6, 2012 – Last Class Day
 December 14, 2012 - Graduation