

BMGT 2341.304
Strategic Management Syllabus
Spring 2011

Instructor: Sue Jones
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Start Date: 1-18-2011
End Date: 5-13-2011
3 Credit Hours
Class Time: MW 10:00 – 11:20 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_coulter_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.

Prerequisites/Co-requisites: Six hours of business management courses or consent of department faculty.

SCANS: 4,6,7,9

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

- Explain the processes involved in management strategy development
- 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.

Management 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 calendar 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	30%
2.	Homework/Research	10%
3.	Tests	15%
4.	Case Analysis/Presentations	15%
5.	Community Leadership Meetings	10%
6.	Final Exam	20%

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.

Information regarding withdrawals, dropping a class or receiving an incomplete can be found in the current [Odessa College Catalog](#).

Management 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 Management Department: The primary object of the management 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 management 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/>

Management 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 Management Department of Odessa College:

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

Learning Contract: Each student is expected to make a commitment to learn. Example below:

On this day, _____ I, _____ commit to learn.

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](#).

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

Spring 2011 Schedule

Date	Topic	Assignment
Week 1		
1-19	Introductions - Overview of Course	Read Chapter 1
Week 2		
1-24/26	Chapter One - Introducing the Concepts	Read Appendix 1 & 2
Week 3		
1-31/2-2	Appendix 1 - How to Do a Comprehensive Case Analysis Appendix 2 - Sample Case Analysis	
Week 4		
2-7/9	Case Analysis	Read Chapter 2
Week 5		
2-14/16	Chapter 2 - The Context of Managing Strategically	Read Chapter 3
Week 6		
2-21/23	Chapter 3 - Assessing Opportunities and Threats: Doing an External Analysis	Read Chapter 4
Week 7		
2-28/3-2	Chapter 4 - Assessing Strengths and Weaknesses	
Week 8		
3-7/9	Case Analysis	Read Chapter 5
Week 9		
3-14/20	SPRING BREAK - NO CLASSES	
Week 10		
3-21/23	Chapter 5 - Functional Strategies	Read Chapter 6
Week 11		
3-28/30	Chapter 6 - Competitive Strategies	Read Chapter 7
Week 12		
4-4/6	Chapter 7 - Corporate Strategies	
Week 13		
4-11/13	Case Analysis	Read Chapter 8
Week 14		
4-18/20	Chapter 8 - Special Topics	Final Exam Instructions

Date	Topic	Assignment
Week 15 4-25/27	Work on Final Presentations	
Week 16 5-2/4	Case Presentations	
Week 17 5-9/12	Final Exam Week	

Holiday: January 17, 2011 - Martin Luther Kind Day - College Closed
 March 14 - 20, 2011 - Spring Break - College Closed
 April 14, 2011 - Last Day to Drop
 May 13, 2011 - Graduation