



# BMGT 2341.FIC

Strategic Management

Sue Jones  
Business Leadership Department



**Name:** Sue Jones

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**Phone:** 432-335-6454

**Office:** Sedate Hall Room 209

**Class Room:** Sedate Hall Room 210-2

**Class Day and Time:** MW 10:00-11:20 am

## Office Hours

### Campus Office Hours:

Monday: 2:00-4:00 pm  
Tuesday: 10:00-12:00; 6:00-7:00 pm  
Wednesday: 11:30 am - 1:30 pm  
Thursday: 10:00 - 12:00  
Friday: 8:30 - 9:30 pm

### Preferred Method of Communication:

You may contact me via email or phone. I will contact you via your OC email address

### Expectations for Engagement for Instructor:

As an instructor, I understand the importance of clear, timely communication with my students. In order to maintain sufficient communication, I will

- provide my contact information at the beginning of the syllabus;
- respond to all messages within 24 hours if received Monday through Thursday, and within 48 hours if received Friday through Sunday; 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 during the time I am unavailable.

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.

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

- post grades for discussion postings within one week of the discussion thread closing.
- 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.

### **Textbook(s):**

Required Textbook: Strategic Management in Action, 6th edition; Mary Coulter; Pearson Higher Education; ISBN: 9780132620673

### **Information About the Course**

#### **Course Description**

BMGT 2341 Strategic Management (52.0201) (3-0) 3 hours Strategic management process, including analysis of how organizations develop and implement a strategy for achieving organizational objectives in a changing environment. (COs 1, 2, 3, 4, 5, 6)

#### **Course Student Learning Outcomes**

End-of-course outcomes: explain the processes involved in management strategy development; and develop an organizational strategic management plan.

#### **Course Prerequisites:**

None

#### **Grading**

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 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.

#### **Student Course Participation**

**As a student, I understand that I am responsible for keeping up with the course. To help with this, I will**

- identify alternative computer and internet access in case my primary computer crashes or my internet service is unavailable;
- recognize that the college provides free wi-fi and computer labs during regular campus hours to help me with accessing my course; and,
- understand that my instructor does not have to accept my technical issues as a legitimate reason for late or missing work if my equipment or service is unreliable.

**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**

- getting "kicked off" of the system during tests or quizzes;
- having trouble submitting assignments; and
- dealing with a traumatic personal event.

**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

- access my course several times during the week to keep up with assignments and announcements.

**As a student, I understand that I will have the opportunity to provide feedback on my experience in this course through an end-of-course Student Evaluation of Instruction (SEI).**

## **Course Policies**

### **Disclaimer**

This syllabus is tentative and subject to change in any part at the discretion of the instructor. Any changes will be in accordance with Odessa College policies. Students will be notified of changes, if any, in a timely manner.

### **Original Effort**

The work submitted for this course must be original work prepared by the student enrolled in this course.

### **Digital Protocol**

Cell phones must be placed on either *vibrate* or *silent* mode and are to be accessed in emergency cases only. The use of laptops or any other digital device is permitted in order to facilitate learning.

### **Attendance Policy**

Students are expected to attend class regularly. A sign-in sheet will be available for each class. Make sure you sign-in when you arrive for class.

### **Grade Inquiry**

It is the responsibility of the student to keep track of assignment submissions and grades. At any point, you are welcome to meet with the instructor to discuss your academic progress. Contact the instructor to schedule an appointment.

### **General Course Requirements**

1. Attend class and participate.
2. Contribute and cooperate with civility.
3. **Submit assignments on time. Late points will be deducted for each day the assignment is late.**
4. Attend a minimum of 4 community leadership meeting.

### **Incomplete Policy**

An 'Incomplete' grade may be given only if:

1. The student has passed all completed work
2. If he/she has completed a minimum of 75% of the required coursework. A grade of an "I" will only be assigned when the conditions for completions have been discussed and agreed upon by the instructor and the student.
3. An Incomplete form is submitted

## Course Schedule

*(Tentative and Subject to Change)*

### BMGT 2341 STRATEGIC MANAGEMENT Tentative Schedule - Spring 2014

**Holidays: January 20, 2014 - Martin Luther King Day (College Closed)**

**March 10-15, 2014 –Spring Break (College Closed)**

**April 18, 2014 - Good Friday (College Closed)**

**Last Day to Drop: April 16, 2014**

**Last Class Day: May 10, 2014**

**Graduation May 17, 2014**

<b>Date</b>	<b>Topic</b>	<b>Assignment</b>
Week 1 1-22	Introductions - Overview of Course	Read Chapter 1
Week 2 1-27/29	Chapter One - Introducing the Concepts	Read Appendix 1 & 2
Week 3 2-3/5	Appendix 1 - How to Do a Comprehensive Case Analysis Appendix 2 - Sample Case Analysis	Read Chapter 2
Week 4	Chapter 2 - the Context of Managing Strategically	
Week 5 2-17/19	Case Analysis	Read Chapter 3
Week 6 2-24/26	Chapter 3 - Assessing Opportunities and Threats: Doing an External Analysis	Read Chapter 4
Week 7 3-3/5	Chapter 4 - Assessing Strengths and Weaknesses	
Week 8 3-10/12	SPRING BREAK - NO CLASS	

<b>Date</b>	<b>Topic</b>	<b>Assignment</b>
Week 9 3-17/19	Presentations	Read Chapters 5
Week 10 3-24/26	Chapter 5 - Functional Strategies	Read Chapter 6
Week 11 3-31 4-2	Chapter 6 - Competitive Strategies	Read Chapter 7
Week 12 4-7/9	Case Analysis Chapter 7 - Corporate Strategies	
Week 13 4-14/16	Target Analysis	Read Chapter 8
Week 14 4-21/23	Chapter 8 - Special Topics	Final Exam Instructions
Week 15 4-28/30	Work on Final Presentations	
Week 16 5-5/7	Case Presentations	
Week 17	Final Exam	

**Program-Level Student Learning Outcomes (SLOs)**

<b>Program-Level Student Learning Outcome(s)</b>	<b>Course Learning Outcomes</b>	<b>Specific Assignment</b>
Upon successful completion of the program, students will be able to	Student will be able to write a Reflection Paper	Reflection Paper

demonstrate social responsibility in a community project.	upon completion of their Service Learning Project	
Upon successful completion of the program, students will be able to demonstrate communication skills in a community project.	Students will be able to write a Reflection Paper upon completion of their service learning project	Reflection Paper
Upon successful completion of the program, students will be able to demonstrate critical thinking skills in a community project.	Students will be able to write a Reflection Paper upon completion of their service learning project	Reflection Paper

## Odessa College Policies

### Tuition Discounts

The ***“First Course is Free”*** discount waives standard tuition and fees for the first 3 credit hours taken at Odessa College. The discount applies to high school graduates taking their first class at Odessa College as well as transfer students taking their first class at Odessa College.

The ***“Academic Progress Discount”*** provides a 10% tuition discount upon completion of 30 credit hours until reaching 45 credit hours. It provides a 20% discount upon completion of 45 credit hours until reaching 60 credit hours. Student must maintain a 2.0 GPA to remain eligible for the discount.

### Academic Policies

Note that the OC Student Handbook states (page 32) that “[i]n cases of academic dishonesty, the instructor has the authority to impose appropriate scholastic penalties. Complaints or appeals of disciplinary sanctions may be filed in accordance with the college due process procedure. Copies of the college due process procedure are available in the office of The Director of Student Life (CC104).”

For more information on your rights and responsibilities as a student at Odessa College, please refer to the following: *The 411 of OC: Student Handbook 2012-2013; Student Rights & Responsibilities*  
<http://www.odessa.edu/dept/studenthandbook/handbook.pdf>

### Scholastic Dishonesty

Scholastic dishonesty shall constitute a violation of these rules and regulations and is punishable as prescribed by board policies. Scholastic dishonesty shall include, but not be limited to, cheating on a test, plagiarism and collusion.

**"Cheating on a test" shall include:**

- Copying from another student's test paper
- Using test materials not authorized by the person administering the test.
- Collaborating with or seeking aid from another student during a test without permission from the test administrator.
- Knowingly using, buying, selling, stealing or soliciting, in whole or in part, the contents of an unadministered test.
- The unauthorized transporting or removal, in whole or in part, of the contents of the unadministered test.
- Substituting for another student, or permitting another student to substitute for one's self, to take a test.
- Bribing another person to obtain an unadministered test or information about an unadministered test.
- "Plagiarism" shall be defined as the appropriating, buying, receiving as a gift, or obtaining by any means another's work and the unacknowledged submission or incorporation of it in one's own written work.
- "Collusion" shall be defined as the unauthorized collaboration with another person in preparing written work for fulfillment of course requirements. (Source: *Odessa College Student Handbook 2012-2013, page 29-30*)

**Special Populations/Disability Services/Learning Assistance**

Odessa College complies with Section 504 of the Vocational Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990. If you have any special needs or issues pertaining to your access to and participation in this or any other class at Odessa College, please feel free to contact me to discuss your concerns. You may also call the Office of Disability services at 432-335-6861 to request assistance and accommodations.

Odessa College affirms that it will provide access to programs, services and activities to qualified individuals with known disabilities as required by **Section 504 of the Rehabilitation Act of 1973 and Title II of the Americans with Disabilities Act of 1990 (ADA)**, unless doing so poses an undue hardship or fundamentally alters the nature of the program or activity. Disabilities may include hearing, mobility or visual impairments as well as hidden disabilities such as chronic medical conditions (arthritis, cancer, diabetes, heart disease, kidney disorders, lupus, seizure disorders, etc.), learning disabilities or psychiatric or emotional disabilities. A student who comes to Odessa College with diagnosed disabilities which may interfere with learning may receive accommodations when the student requests them and submits proper documentation of the diagnosis. A Request for Accommodations form and guidelines for beginning the request process are available in the OC Help Center or on the Odessa College web site at <http://www.odessa.edu/dept/counseling/disabilities/index.htm>. The college strives to provide a complete and appropriate range of services for students with disabilities such as assistance with testing, registration, information on adaptive and assistive equipment, tutoring, assistance with access and accommodations for the classroom where appropriate. For information regarding services, students with disabilities should contact the Office of Disability Services in the OC Help Center located in Room 204 of the Student Union Building or call 432-335-6433. (Source: *Odessa College Catalog of Courses 2012-2013, page 52*)



## Dropping a Course or Withdrawing from College

Students wishing to drop a non-developmental course may do so online using WebAdvisor, at the Wrangler Express, or Registrar's Office. A student wishing to drop a developmental course or withdraw from college should obtain a drop or withdrawal form from the Wrangler Express or the Registrar's Office. Students are encouraged to consult with instructors prior to dropping a class. Students may not completely withdraw from the college by use of the Web. Students must drop a class or withdraw from college before the official withdrawal date stated in the class schedule. Students who are part of the Armed Forces Reserves may withdraw with a full refund if the withdrawal is due to their being ordered into active duty. A copy of the student's orders must be presented to the Registrar's Office at the time of the withdrawal. For details, please contact the Office of the Registrar. **No longer attending class does not automatically constitute withdrawal from that class, nor does a student's notification to an instructor that the student wishes to be dropped. Failure of a student to complete the drop/withdrawal process will result in a grade of "F."** (Source: *Odessa College Catalog of Courses 2012-2013, page 36*)

## Student Support Services and Technical Support

### Blackboard Support

#### I can't log into my Blackboard Course, who do I contact?

Contact the Student Success Center: 432-335-6673 or online at [https://www.odessa.edu/dept/ssc/helpdesk\\_form.htm](https://www.odessa.edu/dept/ssc/helpdesk_form.htm). The SSC can provide you with your Blackboard login name. If you are not sure what your password is, they can reset your password.

#### I'm having a problem in my Blackboard Course, who do I contact?

For any problem that you have in your online course, always contact your Instructor first. Refer to the Instructor's Contact Information area of the Syllabus for their preferred method of contact and the expected response time.

#### Additional Blackboard Help Resources:

Service	Assistance Provided	Available
Blackboard Help for Students	Website with a searchable list of topics on how to navigate and use Blackboard for online courses.	Online <a href="#">Click here.</a>

<p><b>Blackboard On Demand Learning Center for Students</b></p>	<p>This website provides an extensive list of short tutorial videos for student activities performed in Blackboard.</p>	<p>Online  <a href="#">Click here.</a></p>
<p><b>Blackboard Collaborate: First Time Users</b></p>	<p>If you have never used Blackboard Collaborate before, this website provides a system requirements check, configuration instructions, and training and resources area.</p>	<p>Online  <a href="#">Click here.</a></p>
<p><b>Blackboard Collaborate: Essentials for Participants</b></p>	<p>This website provides essential information for Participants of Collaborate sessions. Any Collaborate user, whether first-time or experienced, would</p>	<p>Online  <a href="#">Click here.</a></p>

	benefit from reviewing the information here.	
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**Student E-mail Support**

**How do I set up, access, or update my Odessa College Student E-mail account?**

Go to this website and follow the directions on the page: <http://www.odessa.edu/gmail/>.

**I can't access my student email! I forgot my password!**

Contact the Student Success Center: 432-335-6673 or online at [https://www.odessa.edu/dept/ssc/helpdesk\\_form.htm](https://www.odessa.edu/dept/ssc/helpdesk_form.htm). They can provide you with assistance in accessing your student email (created by OC) and can also assist with resetting your student email password. Make sure to have your student ID number available!

**Your Blackboard login name is associated with your OC created student email account. All Correspondence for this course will be submitted using your Odessa College student email address.**

**Support for Students with Disabilities**

**How do I contact the Office of Special Populations?**

<b>Main Number</b>	432-335-6861
<b>Campus Location</b>	SUB 204N in the Student Union Building
<b>Email</b>	Becky Rivera-Weiss - <a href="mailto:brivera@odessa.edu">brivera@odessa.edu</a>
<b>Website</b>	To find out more about services provided by the Special Populations office, please visit: <a href="http://www.odessa.edu/dept/counseling/disabilities/index.htm">http://www.odessa.edu/dept/counseling/disabilities/index.htm</a>

## Learning Resources Center (LRC; Library)

### How do I contact the Learning Resource Center?

<b>Main Number</b>	432-335-6640
<b>FAQ Service</b>	LibAnswers: <a href="http://libanswers.odessa.edu">http://libanswers.odessa.edu</a>
<b>Contact a Specific OC Librarian</b>	Pat Quintero at 432/335-6350 or <a href="mailto:pquintero@odessa.edu">pquintero@odessa.edu</a> Donna Clark at 432/335-6645 or <a href="mailto:dclark@odessa.edu">dclark@odessa.edu</a> Carolyn Petersen at 432/335-6641 or <a href="mailto:cpetersen@odessa.edu">cpetersen@odessa.edu</a>
<b>LRC Services and Guidelines Website</b>	<a href="https://www.odessa.edu/dept/library/services/index.htm">https://www.odessa.edu/dept/library/services/index.htm</a>

### Equipment and Services Provided:

The Murry H. Fly Learning Resources Center (LRC) supports the college's curriculum resulting in a primary emphasis on each student's individual study and research needs. The faculty and staff work with the LRC's Technical Services and Public Services Departments in choosing materials to support all college programs. More than 59,000 books, 50,000 electronic books, 350 current periodicals, 6,700 media holdings, eight newspapers, and 60 databases are available to enhance the educational process.

Equipment/Services Available	Used For	Available
Books, videos, CDs	Research	On Campus and Online
Specialized databases not available online for free	Research	On Campus and Online
Magazines, newspapers, & scholarly journals	Research	On Campus and Online
Computers	Research & word processing	On Campus
Selected textbooks for short-term use	Course work	On Campus

Trained staff	Answer "where do I find?"	On Campus and Online
Tutorials	Tips for research strategies	On Campus and Online
Photocopiers, VHS/DVD players, FAX service	For course work	On Campus
Quiet study areas	For course work	On Campus

### Student Success Center (SSC) / AVID Center

#### How do I contact the Student Success Center?

*Appointments are preferred, but walk-ins will be served as soon as possible.*

<b>Main Number</b>	432-335-6673
<b>Campus Location</b>	1st floor of the Library
<b>Website with Additional Help and Information</b>	<a href="http://www.odessa.edu/dept/ssc/">http://www.odessa.edu/dept/ssc/</a>
<b>Live Online Assistance / Chat</b>	<a href="#">Click Here</a> <i>(If no one is currently available, please put your email and question(s) in the appropriate areas of the form and hit 'send.' Your question(s) will be addressed as soon as an SSC staff member becomes available.)</i>

#### Equipment and Services Provided:

The purpose of the Odessa College Student Success Center is to provide assistance to students in meeting their academic and career goals. The SSC strives to continually provide new and updated resources that will empower all Odessa College students to succeed at OC and beyond.

Equipment/Services Available	Used For	Available
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Tutoring by CRLA & Avid trained tutors	Understanding course work and motivation	On Campus and Online <a href="#">Click here for more information.</a>
Student Information Seminars (SIS)	Demo email, Blackboard and SSC resources	On Campus and Online <a href="#">Click here for more information.</a>
Study Skills	Tools needed to succeed	On Campus and Online <a href="#">Click here for more information.</a>
Basic Technology	To navigate classes, email, etc.	On Campus and Online
Plato Web	Practice for TEAS test and basic math, science, etc.	On Campus and Online <a href="#">Click here for more information.</a>
Project T.I.E.	Practice for GED/COMPASS	On Campus and Online <a href="#">Click here for more information.</a>
Student Orientation/Tour	Show individual students where their classes will be. SIS presentation	On Campus
M.O.R.E. Mentoring Program	Networking, tips to navigate college life successfully	On Campus <a href="#">Click here for more information.</a>
Smart thinking	Online tutoring service. Connect with an e-structor and interact with a live tutor.	Online <a href="#">Click here for more information.</a>

## Veterans Support

### How do I contact the office for Veteran's Outreach?

<b>Main Number</b>	432-335-6833
<b>Campus Location</b>	204M (Help Center) in the Student Union Building
<b>Email</b>	Gloria Rangel - <a href="mailto:grangel@odessa.edu">grangel@odessa.edu</a>
<b>Website</b>	To find out more about services provided by the Veteran's Outreach office, please visit: <a href="http://www.odessa.edu/dept/counseling/veterans/index.htm">http://www.odessa.edu/dept/counseling/veterans/index.htm</a>