

SAM HOUSTON STATE UNIVERSITY  
COLLEGE OF BUSINESS ADMINISTRATION  
Department of Management and Marketing  
Course Syllabus – Fall 2007

Course Number: Management 476W	Office: Smith-Hutson Addition, Room #236 Q
Course Title: Strategic Management and Policy	Hours: MW (12:30 - 2:00)
Prerequisites: MGT 380, MKT 371, FIN 367, & Senior Standing	TTh (12:30 – 2:00)
Professor: Dr. Charles J. Capps III, SPHR	and by Appointment
Telephone: (936) 294-1895	Email: <a href="mailto:mgt_cjc@shsu.edu">mgt_cjc@shsu.edu</a>
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Required Text: *Strategic Management – Eleventh Edition*: by Fred David

Course Description: The course is concerned with the principles and methods used in the strategic management of organizations. Thus, the primary focus is the evaluation of external environmental factors and internal organizational strengths and weaknesses for formulating strategies for the organization. The class highlights the determination of domestic and international policies for effective integration of major activities in a business.

Course Objectives:

Students will be expected to:

1. Demonstrate an understanding of the development, purpose, and function of the strategic management process in organizations,
2. Analyze business 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 two (2) objective exams will be weighted equally at 100 points each. You must take both exams. If you miss the first exam, then you must take the comprehensive essay make-up exam that will count 100 points. If you miss both exams, you must take a comprehensive essay make-up exam and it will count 200 points. The two (2) strategic audits with presentation will also be weighted at 100 points each. If you miss a presentation, then you are subject to receiving a zero on that part of the assignment. The provision for extra credit is a cover letter AND resume and will add one half (1/2) point to your final overall average. Additionally, perfect attendance (Zero Absences) will result in 1 point being added to your final average and any fraction of a point being 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; <59.5=F

**THERE WILL BE NO EARLY EXAMS GIVEN FOR ANY REASON**

University Policies:

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.

University policy 861001 provides the procedures to be followed by the student and 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 timeframe in which the missed assignments and/or examinations are to be completed.

## Management 476W: Strategic Management and Policy

### Disabled Student Policy:

It is the policy of Sam Houston State University that no otherwise qualified 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 or Student Life program or activity. Disabled students may request help with academically related problems stemming from individual disabilities from their instructors, school/department chair, or by contacting the Chair of the Committee for Continuing Assistance for Disabled Students and Director of the Counseling Center, Lee Drain Annex, or by calling (936) 294-1720.

### Attendance Policy:

Class attendance is mandatory and influences your grade. **You are responsible for keeping up** with your absences and tardies. You are NOT penalized for three (3) or fewer absences when exams or assignments have not been missed. Three (3) tardies are treated as one absence. Your final class average will be lowered for each absence in excess of three (3) absences. EXAMPLES: If you have 4 absences, then your final overall average will be reduced by minus -5 points; 5 absences will result in your final average being reduced by minus -10 points; 6 absences, then minus -15 points; 7 absences, then minus -20 points, etc.! Students may make-up an absence one (1) absence by attending another Mgt 476 section. **YOU ARE TO BE IN CLASS ON TIME, AND STAY FOR THE ENTIRE CLASS ONCE YOU ARRIVE! IF YOU LEAVE AFTER ATTENDANCE IS TAKEN, YOU WILL HAVE ONE (1) POINT DEDUCTED FROM YOUR FINAL AVERAGE FOR EACH INSTANCE!**

### Class Policy:

You must be registered for the course to attend class; thus, no visitors are allowed. Food, drinks, tobacco products, tape recorders, and **ACTIVATED** cell phones, pagers and laptops are **NOT** allowed in the classroom! **Should you use your cell phone or should it ring in class, then your final grade will be lowered by one (1) point each time.**

Caps/hats and cell phones are **NOT** allowed on test days! **A hardcopy of your Strategic Audit Report is due at the beginning of class on the day you are scheduled to present.** The last day for dropping course without a grade is Wednesday, October 10, 2007.

WEEK	ASSIGNMENT
8/20 – 8/23	Introduction/Overview and Chapter 1
8/27 – 8/30	Chapters 1 and 2
9/04 – 9/06	Chapters 3 and 4 (Select Teams & Companies)
9/10 – 9/13	Chapter 4 (Finalize Selections & Schedule) and Library Day (Database Orientation)
9/17 – 9/20	Chapter 5 and <b>TEST #1 (Chapters 1-5)</b>
9/24 – 9/27	Chapters 6 and 7
10/01 – 10/04	Chapters 8 and 9
10/08 – 10/11	Prep Day [How to write/present a Strategic Audit Report] and <b>TEST #2 (Chapters 6-9)</b>
10/15 – 10/18	Team Strategic Audit Presentations
10/22 – 10/25	Team Strategic Audit Presentations
10/29 – 11/01	3 Individual Strategic Audit Presentations daily [ <b>Bump Days are 10/29 and 10/30</b> ]
11/05 – 11/08	3 Individual Strategic Audit Presentations daily [graduating seniors]
11/12 – 11/15	3 Individual Strategic Audit Presentations daily [graduating seniors]
11/19 – 11/20	3 Individual Strategic Audit Presentations daily [graduating seniors]
11/26 – 11/29	3 Individual Strategic Audit Presentations daily
12/03 – 12/06	3 Individual Strategic Audit Presentations daily and Course Evaluations
12/10 – 12/14	Comprehensive Essay Make-up Exams

**NOTICE: ANYONE CAUGHT CHEATING OR PLAGARIZING (software used) WILL IMMEDIATELY FAIL THE COURSE AND BE RECOMMENDED FOR ACADEMIC EXPULSION FROM THE UNIVERSITY!**