

**Management 476
Strategic Management and Policy
Spring 2008**

Professor: Victor B. Wayhan

Office: 236N SHB

Phone: (936) 294-1823

e-mail: mgt_vbw@shsu.edu (w)

e-mail: ywayhan@entouch.net (h)

Office Hours: 11:00 to 12:30, 3:30-5:00 p.m. Tuesday or Thursday, or by appointment.

Required Text

None

Determinants Of The Semester Grade

Percentages/Points:

Company and Industry Analysis	=	200 Points
Exam #1 (34 Questions)	=	102 Points
Exam #2 (34 Questions)	=	102 Points
Total		<u>404 Points</u>

Grades:

A.....	360-404 Points
B.....	320-359 Points
C.....	280-319 Points
D.....	240-279 Points

Company And Industry Analysis

Each student will be required to perform an analysis of a company and related industry that is of interest to the student. A cover page and reference page should also be included, bringing the minimum number of pages for this assignment to 15 pages. **A minimum of ten references will be used and cited on the reference page.** Only one internet-based reference can be utilized. There is no need to cite the references in the text of the report. The ability to write clearly and concisely is a skill that will be highly valued in this class and will also serve you well in industry after you graduate. The report is worth 200 points. This paper is due on the last day of class.

The report should answer these questions in the follow order:

- Q1: What are the industry's dominant economic features?
- Q2: What is competition like and how strong are each of the competitive forces?
- Q3: What are the drivers of change in the industry and what impact will they have?

- Q4: Which companies are in the strongest/weakest positions?
- Q5: What strategic moves are rivals likely to make next?
- Q6: What are the key factors for competitive success?
- Q7: Is the industry attractive and what are the prospects for above-average profitability?
- Q8: How well is the present strategy working?
- Q9: What are the company's resource strengths and weaknesses and its external opportunities and threats?
- Q:10 Are the company's prices and costs competitive?
- Q:11 How strong is the company's competitive position?
- Q:12 What strategic issues does the company face?

The paper will be evaluated based on: 1) how well it satisfies that stated requirements; 2) how well it is written and organized; 3) the amount of spelling, grammar, and punctuation errors; 4) the quantity and quality of the references sources; and 5) the depth of your analysis.

Exam Schedule

A 34 question exam (Exam # 1), worth 3 points per question (102 points), will be given during the semester at a time to be determined. The exam will cover course content from the class lectures, discussions, and outside articles.

A 34 question exam (Exam # 2), worth 3 points per question (102 points), will be given during finals week. The exam will cover course content from the class lectures, discussions, and outside articles.