

SAM HOUSTON STATE UNIVERSITY
COLLEGE OF BUSINESS ADMINISTRATION
Department of Management and Marketing
Course Syllabus – Spring 2008

Course Number: Management 567 Office: Smith-Hutson, #236Q
Course Title: Strategic Management and Policy Hours: TTh (12:30-2:00)
Prerequisites: Graduate Standing and the required 18 graduate hours and by Appointment
Instructor: Dr. Charles J. Capps III, SPHR
Telephone: (936) 294-1895 Email: mgt_cjc@shsu.edu

Recommended Text: *Strategic Management – Tenth or Eleventh Edition* by Fred David
Team Requirement: *Capsim Simulation Business Strategy Game*

Course Description: This capstone course is concerned with the principles and methods used in the strategic management of organizations. The primary focus is the evaluation of external environmental factors and internal organizational strengths and weaknesses for formulating strategies for organizations. The course highlights environmental scanning and the determination of domestic and international policies for effective strategic integration of the major functional areas of a business for future success.

Course Objectives:

Students will be expected to:

1. Demonstrate an understanding of the purpose, development and function of the strategic management process in organizations,
2. Analyze a business by performing a strategic audit and formulating realistic strategies for the 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 course has three (3) assignments worth 100 points each for a total of 300 possible points for the class. The simulation assignment is worth a maximum of 100 points. The individual strategic audit is worth a maximum of 100 points (50 possible points for the paper and 50 possible points for the presentation). The final will also be worth a maximum of 100 points. If you do not present your strategic audit as scheduled (hardcopy of report is due in class on the day you are scheduled to present) or if your paper is late, then your grade on that assignment automatically is reduced by one letter grade. The provision for extra credit is a cover letter AND resume and will add one half (1/2) point to your final overall average. In addition, perfect attendance (Zero Absences) will result in one 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.

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 will be responsible for keeping up with your position on absences and tardies.** You are not penalized for two (2) or fewer absences when assignments have not been missed. Two (2) tardies are treated as one absence. Your final class average will be lowered for each absence in excess of the two (2) absences. EXAMPLES: If you have 3 absences, then your final overall average will be reduced by minus -5 points; 4 absences will result in your final average being reduced by minus -10 points; 5 absences, then minus -15 points; etc.! **YOU ARE EXPECTED TO BE IN CLASS ON TIME, AND TO STAY FOR THE ENTIRE CLASS ONCE YOU ARRIVE!** NOTE: IF YOU LEAVE AFTER ATTENDANCE HAS BEEN TAKEN YOU WILL HAVE ONE (1) POINT DEDUCTED FROM YOUR FINAL AVERAGE.

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 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 per instance. Caps/hats and cell phones are **NOT** allowed on test days! Strategic audit reports (hardcopy) are due at the beginning of the class in which your presentation is scheduled. The last day for dropping course without a grade is Friday, March 7, 2008.

DATE	ASSIGNMENT
1/22	Introduction and Course Overview
1/29	Course Overview Continues, Form Teams and Select Companies for Strategic Audits
2/05	“Overview of How to Do A Strategic Audit” and Schedule Individual Strategic Audits
2/12	Library Orientation to the Business Databases used to Write a Strategic Audit Report
2/19	Trial Simulation Exercise [two iterations]
2/26	Simulation begins [one iteration]
3/04	Simulation and “How to Write and Present a Strategic Audit Prep Day”
3/11	Spring Break
3/18	Simulation and Individual Strategic Audit Presentations [two per class]
3/25	Simulation and Individual Strategic Audit Presentations [two per class]
4/01	Simulation and Individual Strategic Audit Presentations
4/08	Simulation and Individual Strategic Audit Presentations
4/15	Simulation and Individual Strategic Audit Presentations
4/22	Simulation and Individual Strategic Audit Presentations
4/29	Simulation ends and Individual Strategic Audit Presentations and Final Exam*
5/06	Team Reports on Simulation, Final Exams Due* and Course Evaluation

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