

# MGMT 4800-01 Strategic Management

## Course Syllabus - Summer 2011

Instructor: Dr. Bill Christensen  
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Office: UHB 362

Class: UHB 200 T,W,R 3:00p-4:50p

Text: <http://www.capsim.com> & Contemporary Strategy Analysis, 7th ed., R. M. Grant (ISBN 978-0-470-74710-0)

**COURSE DESCRIPTION:** Strategic Management serves as a capstone course that integrates the knowledge and methods gained in other business courses. It's the last step before graduation and the real world of business. This course provides a strategic perspective, looking at the job of managing through strategic eyes and utilizing the tools and techniques of strategic analysis to craft and execute sound strategies. The overriding objective is to sharpen your abilities to think strategically, evaluate situations from a strategic perspective, and to execute strategy through effective moves or decisions.

### **COURSE OBJECTIVES:**

- Develop capacity to think strategically
- Build skills in conducting strategic analysis in a variety of competitive situations
- Strengthen understanding of the competitive challenges in a global market
- Provide hands-on experience in crafting and executing business strategy
- Experience a leading-edge business simulation
- Build confidence in being able to perform the tasks of a strategy-maker and implementer
- Develop powers of managerial judgment and business risk assessment
- Increase awareness of the importance of ethical principles, personal and company values, and socially responsible management practices

### **COURSE COMPOSITION AND ASSIGNMENTS:**

During this course, you will complete assignments in a variety of areas including:

- Multiple exercises using the Capstone business simulation
- Class presentations and discussions on strategic management topics – pop quizzes in class
- Other topic lectures by instructor

**Schedule:** The class website will be updated periodically, and students are responsible for completing assignments and any other requirements posted on the class website. **All work must be completed on-time. The instructor has the right to refuse any late work.**

**Precedence:** Information contained in this syllabus and on the class website form the basis for all performance and participation expectations. Information contained on the class website has precedence over anything contained in this syllabus.

**Capstone business simulation:** Much of the course involves using the web-based Capstone Business Simulation (<http://www.capsim.com>). Registration, instructional materials and tutorials are available online. You may access this website immediately, pay your fee and get started with the tutorials. Students will work individually or in groups, as assigned, and are responsible for making and executing strategic business decisions. Further information and instruction will be provided in class, but it is primarily the student's responsibility to learn the simulation through the tutorials and practice sessions.

### **MY ROLE:**

It is my role to create an environment that stimulates learning. The best learning occurs when students are active participants in the process. As Socrates explained to his student Theaetetus, so I say to you -

*my art is [to] look after [your] souls when they are in labour and the triumph of my art is in thoroughly examining whether the thought which the mind of the [student] brings forth is a false idol or a noble and true birth. And like the midwives [of old], I am barren, and am not myself at all wise, but those who [work hard in this class] profit. Some of them appear dull enough at first, but afterwards, as our acquaintance ripens, if the god is gracious to them, they all make astonishing progress; and this in the opinion of others as well as their own.*

Most of your time will be spent working on the business simulation, either on-your-own or in class. This class requires a high degree of self-motivation, although I also provide a number of deadlines and tutoring opportunities to help you along. A conceptual grasp of business, finance, accounting, marketing, and operations management is important and it is assumed you already possess that knowledge. The focus is on applying what you should have already learned, not on learning new concepts.

***YOUR ROLE:*** I expect you to take the initiative in this class. In fact, that is what this course is all about - to give you an opportunity to exercise your initiative and integrate the knowledge you should already possess. Attendance and interaction with other students is critical to your success in this class. You will be required to formulate your own questions and seek answers on your own initiative with the instructor providing guidance as needed.

***GRADING:*** If you will focus on learning more than on a grade then you will not only earn a better grade, you will also gain a more lasting knowledge.

***DISABILITY:*** If you are a student with a medical, psychological, or learning disability and need accommodations, contact Sherri Dial at the Disability Resource Center (652-7516) in the Student Services Center. The Disability Resource Center will determine eligibility of the student requesting special services and determine the appropriate accommodations related to the disability.

***ATTENDANCE, ETIQUETTE & COMMUNICATION:*** You are expected to keep up with class-work and are responsible for any information, materials, or assignments made in class, whether you happen to be in attendance or not. Cell phones and pagers should be turned off during class. If you leave any voicemail messages for me, be sure to speak slowly and distinctly (especially when saying your phone number). Say your full name and phone number at the beginning of your message and again at the end. If you send me an email, be sure to include a detailed subject line. I do not open email when I do not recognize the sender and/or the email does not have an appropriate subject line. All that said, I warmly encourage communication and office visits.

***EMAIL:*** Important class and college information will be sent to your student email account. This information includes your DSC bill, financial aid/scholarship notices, notification of dropped classes, reminders of important dates and events, and other information critical to your success in this class and at DSC. All DSC students are automatically assigned an email account. You will be held responsible for information sent to your student email, so please check it often.