

BRAZOSPORT COLLEGE

SYLLABUS - TMGT 4398 *Strategic Management*

BIOGRAPHY	<p><u>Dr. Don Wicker</u></p> <p><i>Dr. Wicker has been teaching at numerous colleges and universities since 1999. In his current position as a full-time professor at Brazosport College, his areas of concentration are organizational behavior, business ethics, operations management, quality management, international management, and information technology management. (Author of Goal Setting Published 2008), (Motivation: An interactive guide Published 2009), and (Attitude is # 1 Published 2010) Dr. Wicker has also been a textbook reviewer for topics such as: Management Technology, Quality Management, and Strategic Management to name a few.</i></p> <p><i>Dr. Wicker's educational background includes a doctoral degree in the area of business organization and management from Capella University – Minneapolis, Minnesota; a master of science degree in business administration from Central Michigan University – Mt. Pleasant, Michigan; and a bachelor of science degree in business from Northern Michigan University – Marquette, Michigan.</i></p> <p><i>His business experience includes 21 years working in the automotive industry for General Motors Corporation. During his career with General Motors, his work experience included management assignments in accounting; auditing; finance; vehicle sales, service, & marketing; and service parts operations.</i></p>
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OFFICE LOCATION	B241 -- Business Division

Textbook & Course Material Information

Mason A. Carpenter, Wm. Gerard Sanders – Strategic Management, A dynamic perspective Concepts and Cases
Pearson / Prentice Hall Publishers (2009). ISBN# 13-978-0-13-234138-7 (2nd Edition)



Course Description

This course introduces the principles and tools for managerial use in the development, implementation, and review of strategy for organizations. Topics include internal and external environmental analysis; value, competition, and strategic choice; strategic positioning; and implementation and control issues. This course also emphasizes the practical application of strategic planning principles over theory. Students should be able to apply critical thinking skills to formulating and analyzing strategy as managers in the future. As a result, the course topics and assignments are set up to cover major concepts of strategy formulation, and control in the context of strategic management of the organization.

Topics and Objectives

Vision, Mission, and Values

Distinguish between strategy and tactics

Explain the essential components of the strategic management process

Analyze the relationship among leadership, culture, stakeholder interests, and strategic outcomes

Create vision, mission, and values statements

Environmental Analysis and Long-Term Objectives

Perform an environmental analysis using appropriate tools

Assess internal and external business environments

Create a set of long-term objectives from the environmental analysis

Align the vision and values of an organization to meet its long-term objectives

Grand Strategies, Formulation, and Choice

Differentiate among the generic and grand strategies

Evaluate organizational strengths and weaknesses for meeting long-term objectives

Apply strategic choice to achieve long-term objectives

Goals and Action/Implementation Plan

Identify Critical Success Factors (CSF) for plan implementation

Create a strategic roadmap to outline the implementation process

Financials and Control

Forecast financials and other measure to validate selected business strategies

Establish an effective strategic planning and control cycle

Contemporary Practices in Strategic Management

Analyze best practices in strategic management

Evaluate real-world applications of strategic management

Course Outcomes:

1. The student will learn the strategic management process, stakeholders, and corporate mission.
2. The student will learn various techniques to identify industry opportunities and threats, external & internal analysis.
3. The student will learn about strategic choice (SWOT) and building competitive advantage through functional level strategy.
4. The student will learn about tactical decisions in business-level strategy, strategy in global environment, corporate strategy, strategic alliances, diversification, and restructuring the corporation.

Finally, the student will learn about designing organizational structure, control system and implementing strategic change.

Course Delivery Method

This course will utilize D2L for On-line Learning: for technical help contact the IT Helpdesk, 979-230-3266 or helpdesk@brazosport.edu - Students who have difficulty logging in the first time or have other technical issues please notify the help desk.

Testing Methods

Exams will be available on Brazosport College web, students will answer all questions and resubmit documents in D2L or by e-mail.
(NO MAKE-UPS)

On-line Discussion Questions

All students are expected to answer and participate in On-line Discussion Questions. Answers should include real-life examples, and rational for all responses. Professor will read all responses; however, replies will be random. A minimum of 150 words is required for your Discussion Question answer, and all students must respond to a minimum of three other students. (This is a discussion, not just another assignment; therefore, do not wait until the last day before the due date to post your responses)

School Policies and Student Responsibilities

Students are expected to fully participate in the course. The following criteria are intended to assist you in being successful in this course.

- a. Time Management
- b. Understanding the Syllabus Requirements
- c. Utilizing Online Components (D2L)
- d. Communicating with the Instructor
- e. Completing Course Work

Students with Disabilities

BC is committed to providing equal education opportunities to every student. BC offers services for individuals with special needs and capabilities including counseling, tutoring, equipment, and software to assist students with special needs. Please contact Phil Robertson, Special Populations Counselor, and (979) 230-3236 for further information.

Academic Honesty

BC assumes that students eligible to perform on the college level are familiar with the ordinary rules governing proper conduct including academic honesty. The principle of academic honesty is that all work presented by you is yours alone. Academic dishonesty including, but not limited to, cheating, plagiarism, and collusion shall be treated appropriately. Please refer to the BC Student Guide for more information, this is available online at <http://www.brazosport.edu>, click on the link found on the left side of the homepage.

Course Evaluation

- A. Students are encouraged to submit course and/or instructor criticisms and comments in written form to the instructor throughout the semester. Prior to final exams all students will have an opportunity to complete a course evaluation form (anonymously) and these will be read by the instructor after course grades have been turned in.
- B. Instructors will review the withdrawals during the semester and attempt to determine the cause if the withdrawal rate is higher than the average of the division.
- C. The division chair will review the final grades given in the course to determine if a pattern of high or low grades exists.

ON-LINE ATTENDANCE POLICY	Participate in all On-line discussions, and complete all assignments.
MAKE-UP WORK:	NO MAKE-UP WORK WILL BE AVAILABLE
ON-LINE ETIQUETTE:	High standards as professional settings; thus, treat everyone with respect and demonstrate the proper social skills.
PLAGIARISM:	Plagiarism (from the Latin word "kidnapper") is the implicit or implied presentation of someone else's ideas or words as one's own. Whether deliberate or accidental, plagiarism is a serious and often punishable offense.
WRITING FORMAT:	<p>All documents are to be typed, spell-checked and grammar checked and prepared in the proper APA format or other documentation format required for this class. Assignments, both oral and written, will be evaluated on:</p> <ul style="list-style-type: none">• Completion of assigned task (instructions)• Submission of assigned task on time• Evidence of sufficient time spent appropriately• Quality of content and research• Presentation of material

STUDENT EVALUATION

Student performance will be evaluated based upon the following criteria:

Students will be graded individually based on Discussion Questions, Chapter Questions, Papers, Projects, Exercises, and major exams.

GRADE PERCENTAGES

Discussion Questions (1 – 6) 10.2%

True & False Questions (1 – 6) 10.2%

Paper # 1 10%

Paper # 2 10%

Paper # 3 10%

Paper # 4 10%

Case Questions # 1 5%

Case Questions # 2 5%

Midterm Exam 15%

Final Exam 15%

100%

Late Assignments

NO LATE WORK ACCEPTED

Students' assignments will be graded based upon the following scale:

A 90%-100% Excellent

B 80%-89% Above average

C 70%-79% Average

D 60%-69% Below average

F Below 60% Failure

Course Assignments (TMGT 4398) – SPRING 2011

DATE: Jan. 18th

Introductions / Tips

Syllabus Overview

System Introductions

Read Chapter 1 – Introducing Strategic Management

DATE: Jan. 25th

Read - Chapter 2 – Leading Strategically Through Effective Vision and Mission

Discussion Question # 1

True & False Question Set # 1

DATE: Feb. 1st

Read – Chapter 3 – Examining the Internal Environment

Case Study (**Daimler Chrysler**)

True & False Question Set # 2

DATE: Feb. 8th

Read - Chapter 4 – Exploring the External Environment

Discussion Question # 2

Paper # 1 (**S.W.O.T analysis of your company**)

DATE: Feb. 15th

Read Chapter 5 – Creating Business Strategies

Discussion Question # 3

Case Study (**Green Room Productions**)

True & False Question Set # 3

DATE: Feb. 22nd

Read Chapter 6 – Crafting Business Strategy

Paper # 2 (**Competitor Analysis**)

DATE: March 1st

Review Material for Exam (**Chapters 1- 6**)

DATE: March 8th

Midterm Exam (Chapters 1-6)

DATE: March 15th

***** SPRING BREAK*****

DATE: March 22nd

Read Chapter 7 – Developing Corporate Strategy

True & False Question Set # 4

Paper # 3 (**Analyze Annuals Reports**)

DATE: March 29th

Read Chapter 8 – Looking at International Strategies

Discussion Question # 4

Case Study (**Changing World**)

True & False Questions # 5

DATE: April 5th

Read Chapter 9 – Understanding Alliances

Discussion Question # 5

Paper # 4 (**Prepare a personal strategic plan**)

DATE: April 12th

Read Chapter 10 – Study Mergers and Acquisitions

Discussion Question # 6

True & False # 6

Case Study (**Razorfish**)

DATE: April 19th

Read Chapter 11 – Organizational Structure

DATE: April 26th

Review Material for Exam (Chapters 7 – 11)

DATE: May 3rd

FINAL EXAM (Chapters 7 – 11)