MGNT 4660 - Strategic Management
Dr. Jon Anderson – Spring 2015
Miller Hall – 2213; M&W 3:30-4:50

Instructor Information
Name: Jon Anderson, Ph.D.
Office: RCOB 2318
Email: janderso@westga.edu
Office Hours: M&W 8-9:30; 10:50-12:30; 1:50-3:30; Tuesday 8-1:30

Course Information

Prerequisite: Must be taken no earlier than one semester before graduation and provided completion of Core Area F business courses and MGNT 3600, MKTG 3803, FINC 3511 and ECON 3402. Must have senior standing.

1. Course Description: An integrative approach to the study of the total enterprise from the executive management's point of view—the environment in which it operates, the direction management intends to head, management's strategic plan and the task of implementing and executing the chosen strategy.

2. Course Information: This course is designed to serve as the capstone experience of your BBA degree. The intent of this class is to help you integrate the knowledge, skills, and abilities you have gained through your BBA Experience and help you develop the analytical and leadership skills to guide an organization's strategy. I look forward to guiding you on this journey as we learn how to think and lead like a strategic manager.

3. Course Structure: Credit Hour Policy (3 credit hours), for approximately fifteen weeks, students in this class will generally spend 150 minutes with direct faculty instruction (either face-to-face or online) and work about 360 minutes outside of the classroom each week. This out-of-class work may include, but is not limited to, readings, assignments, projects, group work, research, and test preparation.

4. Course Management: The course will be managed according to the schedule in this syllabus. I do reserve the right to adjust the schedule as needed. Such adjustments will be shared with you via email or discussed in class.

5. Student Rights and Responsibilities: Please carefully review the information at the following link: http://www.westga.edu/assetsDept/vpaa/Common_Language_for_Course_Syllabi.pdf The document at this link contains important information pertaining to your rights and responsibilities in this class. Because these statements are updated as federal, state, university, and accreditation standards change, you should review the information each semester.

Learning Objective Relates to Learning Goal(s)
1. To develop your capacity to think strategically about a company, its business position, how it can gain sustainable competitive advantage and formulate plans to ensure organizational viability (BBA 4, BBA 6).
2. To develop skills using strategic and functional level analytical tools in a variety of companies and industries to facilitate the development and implementation of effective business strategy (BBA 2, BBA 4).
3. To integrate and synthesize knowledge gained in business core courses into a comprehensive approach to managing a multifunctional business organization (BBA 4, BBA 6).
4. To organize and present strategic and operational information appropriate to professional standards and practices (BBA 1, BBA 3).

Communication Notes
1. All communications should use this email address: janderso@westga.edu, not Courseden
2. Please allow two working days for an email response from me
3. I reserve the freedom to adjust the syllabus
4. Grades and information will be distributed through Courseden

Course Readings
2. You will be required to register for CAPSIM Foundations Simulation. This can be completed at: www.capsim.com. The cost is: $53.99
3. Readings as outlined on the schedule (available through the library online)
4. A daily newspaper or internet news service
What Is Expected of You

1. **You should come to class.** Attendance is mandatory and exams will cover information taught in class that is not in the textbook.

2. **You should take detailed notes.** Exams are based on material delivered and discussed in class. These notes will also provide you with information that may later help you in your career.

3. **You should behave professionally.** You should act respectfully and participate, especially in group assignments and class discussion. If you behave unprofessionally (as determined by me, the professor), you will be disqualified from a group project or class discussion and lose the associated credit toward your grade.

4. **You should complete all assignments on time.** Please pay close attention to the course schedule and assure all work is complete on time or early. Late work receives a maximum of half credit.

5. **You should take exams on the date and time they are scheduled.**

6. **You should be honest.** The UWG honor codes states: “At the University of West Georgia we believe that academic and personal integrity are based upon honesty, trust, fairness, respect and responsibility. Students at West Georgia assume responsibility for upholding the honor code. West Georgia students pledge to refrain from engaging in acts that do not maintain academic and personal integrity. These include, but are not limited to, plagiarism*, cheating*, fabrication*, aid of academic dishonesty, lying, bribery or threats, and stealing.” The student manual also outlines the method for handling cheating or academic dishonesty as follows: “Each incidence of academic dishonesty is subject to review and consideration by the instructor, and is subject to a range of penalties including but not limited to failing the assignment, failing the course, and referral to Office of the Vice President for Academic Affairs” (available online at [http://www.westga.edu/~handbook/hb3.php?page=honorcode](http://www.westga.edu/~handbook/hb3.php?page=honorcode)).

Based on the Prerequisites you should have a basic understanding of.....

1. Clear and Concise Writing (ENGL 1101)
2. Financial Accounting (ACCT 2101)
3. Corporate Finance (FINC 3511)
4. Basic Economic Analysis (ECON 2105)
5. Basic Management Principles (MGNT 3600)
6. Marketing policies and practices (MKTG 3803)
7. Flow of goods and services to customers (MKTG 3803)
8. Statistics applied to business research (ECON 3402)

Course Evaluation of Objectives

1. Mid Term Exam (Individual) 35 points
2. Final Exam (Individual) 35 Points
3. Notes and Classroom Assignments (Individual) 10 Points
4. Performance in Simulation (group, adjusted for peer evaluation) 20 Points

**Total Points for Grade Calculation**

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percent of points possible</th>
<th>(basic expectation to earn this grade)</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>90-100</td>
<td>(excellent work, and solid understanding of course material and readings)</td>
</tr>
<tr>
<td>B</td>
<td>80-89</td>
<td>(excellent work, and a general understanding of course material and readings)</td>
</tr>
<tr>
<td>C</td>
<td>70-79</td>
<td>(average work, general understanding of course material)</td>
</tr>
<tr>
<td>D</td>
<td>60-69</td>
<td>(work, awake for class discussion)</td>
</tr>
<tr>
<td>F</td>
<td>Below 60</td>
<td>(very little of the above)</td>
</tr>
</tbody>
</table>