Summer 2015 - Strategic Management  
MGNT 6681_02D (crn: # 51012)  
17:30 – 19:45  
Miller 2214  
(Syllabus revision: # 051915)

FACULTY DATA:  
Dr. Douglas Turner, Professor  
Phone: 678.839.6472

OFFICE HOURS:  
- Tuesday and Wednesday 12:30 am – 5:30 pm

COURSE DESCRIPTION:  
- An investigation and applications of the tools associated with prosperous strategic business management. Each student will assess the strategic methods of organizations, both used and proposed, to achieve the synergy needed to accomplish operational success.

COURSE TIME EXPECTATIONS:  
- Beyond the lecture, discussions, development and review time occurring within the scheduled course periods, each student should plan to spend additional hours each day to properly complete this course.  
- The additional required time is often represented by team meetings and individual curriculum study.

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.

CREDIT HOUR POLICY (3 credit hours):  
- For approximately fifteen weeks (or equivalent in different terms), 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-classroom work may include, but not limited to, reading, assignments, projects, group work, research, and test preparation.

COURSE LEARNING OBJECTIVES:  
1. Students will be able to create effective written business documents. [LO 1.1]  
2. Students will be able to apply decision-making processes to define the problem, identify and collect needed information, and analyze the information to reach appropriate decisions. [LO 5.1]  
3. Students will be able to analyze and reach an appropriate decision when presented with multi-functional issues. [LO 5.2]
COMMUNICATIONS:
- For duplex communication e-mails are to be sent to dtturner@westga.edu.
- Your UWG e-mail account is the official individual communication method at UWG.
- Only assigned University of West Georgia e-mails accounts will receive an e-mail response.
- For simplex communications course changes (content and/or schedules) and ancillary materials will be posted at http://www.westga.edu/~dturner/6681.htm.
- Students will be notified by e-mail of the syllabus revision number course changes.
- No other website or software is utilized, even if a website is listed as active by the University.
- No submissions or e-mails are answered within environments such as CourseDen or WebCT.

SUPPLIES:
- This text is not available locally, but can be purchased for around $10.00 on Amazon. The intent is to keep the cost of this course as low as possible for the student.
- (One per team) Office or equivalent software, and CD generation and label capability.

METHOD OF INSTRUCTION:
- There are both individual and team graded components in this course.
- The three primary causes of failure in this course are the lack of expectation management with end users, failure to follow project guidelines, and team time management.
- Note that the project methodology presented by the Professor may be used to grade project and paper components may differ slightly with various authors that may be referenced.
- There will be days during the term that teams will meet as breakout teams outside of the physical classroom (students are held accountable attending these sessions).
- Grades are impacted by the lack of the quality of detail and attention to stated requirements.

INDIVIDUAL DELIVERABLES:
- Each student will take three quizzes and one essay/short answer exam.
- The quizzes will cover the all materials discussed and assigned for that week (if scantrons are required they will be provided).
- The essay/short exam final will cover the entire course content.

TEAM DELIVERABLES:
- Each team (or individual) will produce one preliminary power point presentation, one in process power point presentation, and a final project report.
- At the beginning of the term each student must determine if they wish to produce the required deliverables as an individual or in a two member team.
- While content quality is the focus of the final paper here is a minimum word count of 3500 words per student.

EVALUATION:
The total grade is based on a 10 point scale.
- Quizzes (8 points each) 24.0 %
- Essay/short answer exam 26.0 %
- Observed participation 05.0 %
- Preliminary presentation 08.0 %*
- In process presentation 12.0 %*
- Final paper notebook 25.0 %*

* Peer reviews are not utilized thus points earned as a team are distributed equally.
ATTENDANCE:
- Attendance is taken daily or at the discretion of the Professor.
- Attendance is expected every day regardless of the assignment type or location.

FORMAT OF DOCUMENTS:
- Late assignments are subject to zero grades.
- As this is a business course all submissions will be of business content and quality.
- The final paper notebook will be submitted in a White Avery® Economy Showcase View Binder with 1/2” Round Ring (part number 19551), or an indistinguishable substitute notebook.
- The final paper notebook will include a cover sheet on the binder, two copies of the final paper, and printouts of the two powerpoint slide presentations, with each individual component item separated by a divider.
- The final paper notebook will also include a CD placed inside of the notebook cover contain a word file copy of the final paper and the two powerpoint slide presentations.
- The final paper will be typed and printed using an Arial 11 point font, 1½ inch left margin (for the binder rings), one inch for the remaining (right, top, bottom) margins, double spaced, and page numbers
- Point deductions (including 0 points issued) for grammar and punctuation errors.
- All work must be properly formatted and cited to at least APA fifth edition requirements.

COURSE POLICIES:
- This syllabus is subject to change by the Professor.
- While assignments may be returned to the student(s) for correction and evaluation, all material submitted as part of the course requirements become the property of the Professor.
- The Professor retains the right to subjectively evaluate an individual student's grade upward in appropriate cases based upon observed performance.
- Within class all computer screens and cell phones are to remain off unless told otherwise.
- Note from the outset that this course that are far less structured than most courses!
- Individual initiative and responsibility is required to succeed in this course.
- Plan your time carefully, acceptances of late work would require extraordinary circumstances and are subject to the Professors approval.
- A legitimate and verifiable physician or court related written excuse is required to prevent any type of point loss or allowance.
- Ensure that you have a file backup method for the worst case scenario.

PENALTIES FOR BREACH OF ACADEMIC INTEGRITY:
- 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.
- Signing the attendance sheet for another person, making of any type of copy of, or failing to return a test are all deemed to be violations of the academic integrity.
- Students are responsible for understanding plagiarism. In general, plagiarism is defined as the use of intellectual material produced by another person without acknowledging its source.
- The following are some examples of what is considered plagiarism:
  * Copying of passages from works of others into an assignment, paper, discussion board posting, without acknowledgment.
  * Cutting/pasting information available on the web or online databases.
  * Using the views, opinions, or insights of another without acknowledgment.
  * Paraphrasing another person's characteristic or original phraseology, metaphor, or other literary device without acknowledgment.
STUDENT ACCOMMODATIONS AND THE AMERICANS WITH DISABILITIES ACT:
- Any students with special needs or requirements please notify me using the UWG email system (dtturner@westga.edu) by the end of the third day of class.
- If you are a student who is disabled as defined under the Americans with Disabilities Act and require assistance or support services, or believe some type of accommodation is required for this course please contact The Office of Disability Services. They will help you understand your rights and responsibilities, and provide you further assistance with requesting and arranging accommodations.
- Once I receive an attached a PDF copy of your Student Accommodations Report (SAR) I will communicate with you by email acknowledging receipt and establish the needed accommodation.
- A Student Accommodations Report (SAR) is available only from the Office of Disability Services. Accommodation.
- If you special arrangements in case the building must be evacuated, please notify me using the UWG email system (dtturner@westga.edu) by the end of the third day of class.