

**Richards College of Business, University of West Georgia**  
**MGNT 4660: Strategic Management**

**Spring Semester 2018**

**Sec. # 02 – Tue/Thu 11:00 am - 12:15 pm, Classroom 1308 RCOB Miller Hall**

<b>Instructor Contact Information</b>	
<b>Instructor:</b> Kim Green, Ph.D., CFA	<b>Office phone:</b> 678-839-4831
<b>Office:</b> Miller Hall RCOB Building 2319	<b>Office hours:</b> Tu and Th 9:00 am – 11:00 am, 12:15 pm – 1:00 pm; Mon 4:30 pm – 5:15 pm; or other by appointment or email
<b>E-mail:</b> Through CourseDen or kgreen@westga.edu	

## **COURSE SET-UP AND FORMAT**

### **PREREQUISITES**

FINC 3511 and MGNT 3600 and MKTG 3803 and (ECON 3402 or MATH 2063) and ACCT 2101 and ACCT 2102 and BUSA 2106 and CISM 2201 and ECON 2105 and ECON 2106

### **CREDIT HOUR POLICY (3 credit hours)**

Each week for approximately 15 – 16 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. This out-of-class work may include, but is not limited to, readings, assignments, projects, group work, research, and test preparation.

## **COURSE DESCRIPTION AND OBJECTIVES**

### **COURSE DESCRIPTION:**

This course offers an integrative approach to the study of the total enterprise from the executive manager'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. The course is designed to equip the student to analyze and respond effectively to complex, real-world challenges that managers face as they make decisions about a business' strategy. The course covers the analysis of external environmental changes, internal organizational governance and resource allocation mechanisms, and competitive positioning in the formulation of a strategy to create a position of sustainable competitive advantage. The course focuses on the job, perspective, and critical skills of the general manager.

### **COURSE OBJECTIVES:**

The major objective of this course is to give students the opportunity to analyze complex business situations and require them to integrate their knowledge of all areas of business. The course helps students to learn the concepts and issues associated with the strategic management of an organization and to hone analytical skills in integrating knowledge of the functional areas of business in order to more fully understand the role of an upper-level manager. While the course is practically oriented, theory is used as the basis for good practice. Specific learning objectives for the course include:

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)

The course will use a combination of lectures, exercises, case studies of actual corporations, class discussion, team project, and examinations to accomplish these objectives.

## COURSE MATERIALS

### REQUIRED TEXTBOOK

*Mastering Strategic Management*. 2015. Version 1.1. Dave Ketchen and Jeremy Short. Flat World Knowledge ([www.flatworldknowledge.com](http://www.flatworldknowledge.com)). eISBN: 978-1-4533-6951-7.

Students have several options and price points for accessing the textbook.

- Through the publisher's website, the textbook can be purchased in several digital formats or in print. These options range in price from \$29.95 to \$74.95 and all include access to study aids like flash cards, quizzes, and online highlighting. The textbook is accessible using this course URL which is unique for our class: <https://students.flatworldknowledge.com/course/2574086> (If the URL doesn't work, go to the website [students.flatworldknowledge.com](http://students.flatworldknowledge.com) and find the class using the instructor's name, the course name, or the university name to find the book.)
- A version of the textbook is available through the Creative Commons license. This version is posted as a pdf file in CourseDen.

### REQUIRED SIMULATION

GLO-BUS Strategy Simulation. Registration fee of \$44.95 through [www.glo-bus.com](http://www.glo-bus.com). You will need a team-specific registration code provided by the instructor in order to register. Instructions for accessing the simulation will be provided in class.

### ARTICLES AND CASES FOR IN-CLASS DISCUSSION

Articles and cases will be posted on CourseDen or distributed in class. Additional readings may be announced in class, posted on CourseDen, or distributed in class as the semester progresses.

### COURSE DEN

Throughout the semester, announcements and assignments may be posted on CourseDen. Students should check CourseDen frequently.

## COURSE EVALUATION

### COURSE EVALUATION CRITERIA

<b>Exam 1</b>	<b>200 points</b>	<b>20%</b>
<b>Exam 2</b>	<b>200 points</b>	<b>20%</b>
<b>Exam 3</b>	<b>200 points</b>	<b>20%</b>
<b>Simulation Team Project:</b>		
I. The team simulation score*	190 points	
II. Individual Written Report	<u>120 points</u>	
<b>Total Simulation Points</b>	<b>310 points</b>	<b>31%</b>
[* The team grade will be adjusted for each individual based on the peer evaluation completed by each team member.]		
<b>RCOB Field Exam</b>	<b>45 points</b>	<b>4.5%</b>
<b>RCOB Case Exam</b>	<b>45 points</b>	<b>4.5%</b>
<b>Total Course Points</b>	<b>1000 points</b>	<b>100%</b>
<b>Extra Credit:</b>		
Quizzes for articles, cases, and field exam review	up to 20 points	

## FINAL GRADE FOR THE COURSE

The final grade for this course will be assigned on the basis of total points earned. There is no adjustment for trends over time (either positively or negatively). Final Grades will be assigned based on the following points:

- A: 895 (89.5%) to 1000 points
- B: 795 (79.5%) to 894 points
- C: 695 (69.5%) to 794 points
- D: 595 (59.5%) to 694 points
- F: 594 points and below

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## DETAILS ABOUT ASSIGNMENTS

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**EXAMS:** There will be three exams given during the semester and a final exam given during the scheduled final exam period. Only the three highest scores will be counted. The first three exams are not cumulative; each will cover only the material introduced since the previous exam. The final exam will be comprehensive, drawing from all material covered during the semester. The exam format will typically consist of some combination of multiple choice, problems, short answer and/or essay questions. The exam questions will cover material from the textbook, cases, articles, class lectures and in-class discussions and exercises.

Make-up exams will be given in the event of a university-accepted documented circumstance (including, for example, illness, required participation in University-sanctioned function, religious holiday, death in the family). In the event of a university-sanctioned activity, written and verifiable notification of the activity must be provided and validated by the instructor at least 72 hours prior to the scheduled exam. In the event of a medical absence, a written and verifiable note stating that you were physically unable to take the exam as scheduled must be presented to the instructor no later than 72 hours after the exam. Other hardship cases will be considered with acceptable notification.

**SIMULATION TEAM PROJECT:** During the semester, each student will participate in a simulation project (either working alone or in groups of 2 – 4 members) managing a company in the Glo-Bus Strategy Simulation. Companies in the simulation are competitors in the digital camera industry that make wearable cameras and camera-equipped drones. Students can choose teams, or the instructor will assist in forming teams based on information provided by each student on the form distributed the first week of class. Once the teams have been formed, each student will be given a registration code to sign up (create a login and pay the registration fee) to participate in the simulation (register at <http://glo-bus.com/>).

The simulation will begin with two practice rounds which are not graded. There will then be nine rounds of decisions that are used in computing the grade for the simulation. Each decision period covers a year for the company you are managing. Because you are given five years of historical performance information, the nine decision rounds are designated as Year 6 through Year 14. During the specified weeks of the course, one simulation decision will be due each week by Friday at 8 pm.

Grades will be assigned for the performance in the on-line simulation and the individual's final report. Details of the simulation project assignments are provided below:

**On-Line Simulation Grade (190 points):** The simulation grade will be based on the team's performance in its Glo-Bus industry. Each industry will consist of either eight or twelve companies/teams (depending on the number of teams in the class). The Glo-Bus system calculates a score for each team based on performance factors such as the company's profitability and return on equity. To encourage active participation in and attention to the simulation throughout the semester, the simulation grade will be computed as an average of the scores attained at the end of Years 8, 11, and 14. This Glo-Bus score will be the team's grade for each year unless the score falls below a pre-set floor grade. The floor grade will be based on the team's rank in the industry at specified times (i.e., decision years) during the simulation. The team will receive the higher of the two scores: the score calculated by Glo-Bus or the floor score. For example, the floor grade for the lowest ranked team in the industry will be 72% (a "C") or 137 points out of 190 points. If, however, the lowest ranked team earns a Glo-Bus performance score of 85%, then that team's grade would be 85% or 162 points out of 190 points. The floor grade for the highest-ranked team in the industry is 100% or 190 points. If, however, the highest-ranked team earns a Glo-Bus

performance score of 105%, then that team's grade would be 105% or 200 points. Additional details regarding the grading plan will be provided in class.

Adjustments to the simulation grade will be made for participation. These adjustments can be severe.

**Simulation participation assessment for student working in groups:** Each team member will evaluate the other team members at the end of the project. These peer evaluations should reflect the contributions of each team member. Based on the peer evaluations, appropriate adjustments to individual grades for the on-line simulation will be made where necessary. I urge the teams to decide, at the beginning of the project, what will be an acceptable level of contribution, and I encourage each individual to contribute your share to the team project. Your participation in the simulation project is your responsibility, not your team's responsibility. Entire teams that do not enter any decisions in the system for two or more graded decision rounds can expect a 5% (i.e., one-half a letter grade or 10 points) reduction in the simulation grade for each round they have failed to submit a decision entry.

**Simulation participation assessment for student working alone:** For individuals working on the simulation alone (a group of one), simulation grades may also be adjusted based on an assessment of participation. The Glo-Bus system indicates when a student submits a decision entry to the system. Students who fail to enter any decisions for two or more graded decision rounds can expect a 5% (i.e., one-half a letter grade or 10 points) reduction in the simulation grade for each round they have failed to submit a decision entry.

**Individual Report (120 points):** Each student will prepare an Executive Summary package. This assignment will be written *individually*, and the grade will be assigned *individually*. The Executive Summary package will include (i) a report of your simulation company's strategy and performance and (ii) a report of a real-world digital camera company's strategy and performance. The requirements also include a table of your Globus company's financial results, a table of the real-world camera company's recent financial performance, and a brief analysis of the CEO's letter from the most recent annual report for the real-world company.

**Complete instructions for this assignment, a checklist of the required components, the grading rubric showing points for each component, and reminders for the report are posted on CourseDen.**

**Reports submitted after the due date will be subject to a grade penalty of one letter grade per day.**

## RCOB ASSESSMENT EXERCISES

Assessment exercises are conducted each semester in order to determine if the college is teaching the concepts that are considered fundamental to business education and if this teaching is effective in helping students master the concepts. Assessments are part of the MGNT 4660 course because all of the prerequisite courses leading up to MGNT 4660 will have covered those fundamentals for the various business disciplines. During this semester, students will complete both the field exam and the case exam which are described below.

### RCOB ASSESSMENT EXERCISE (FIELD EXAM) (45 points)

One class period during the semester will be devoted to the college field exam. This exam consists of approximately 70 multiple choice questions and will be administered in one of the college computer labs. The exam questions cover each of the business subjects or functions (e.g., accounting, economics, management, marketing, business law, finance, management information systems). Students will receive points for this assignment based on the percentage of the exam questions they answer correctly, according to the scale presented in the following table:

Points Scale for Field Exam	
Field Exam Percent Correct	Points Earned
< 40%	25 points
40% - 59%	35 points
60% - 79%	45 points
80% and above	50 points (includes extra credit)

### RCOB ASSESSMENT EXERCISE (CASE EXAM) (45 points)

One class period during the semester will be devoted to the college case assessment. The case assessment consists of reading a short (approx. two pages) case and responding in writing to a set of open-ended questions in which you analyze the case and formulate a recommendation for the case

solution. Students receive points for this assignment based on the number of exam questions they answer correctly, according to the scale presented in the following table:

<b>Points Scale for Case Exam</b>	
<b>Number of Questions Answered Acceptably</b>	<b>Points Earned</b>
Incomplete exam	0 points
1 answer acceptable (but exam is completed; all questions are answered)	15 points
2 questions answered acceptably (exam is completed)	25 points
3 questions answered acceptably (exam is completed)	35 points
4 or 5 questions answered acceptably (exam is completed)	45 points

**EXTRA CREDIT: QUIZZES FOR ARTICLES, CASES, AND FIELD EXAM REVIEW (up to 20 points)**

As indicated on the schedule, we will discuss in class four articles or cases (e.g., Method case, Pixar article, Senz case, P&G article) that you are to read prior to the start of the class session. You earn quiz credit if you complete an online quiz in CourseDen for the readings prior to coming to class. There is one quiz per article/case. Each quiz is short, consisting of only about five or six questions. The instructions in CourseDen state how many answers must be correct in order to receive credit for the quiz (for example, at least 4 of 5 questions correct). You may take each quiz up to three times. The quiz for an article is due no later than 11:00 am (class start time) on the day the article is scheduled to be discussed. Each quiz will close at 11:00 am on its scheduled day and will not be reopened. Since quizzes are available for weeks prior to a class, quizzes cannot be made up. You are allowed to earn the quiz credit even if you do not attend class for the discussion of the article.

Additionally, there are four files posted for you on CourseDen that you can use to help you review in preparation for the field exam. There is a short quiz for each of these files, too. These quizzes will close at 11:00 am on the date of the field exam. (Note that these simple quizzes are intended to verify that you worked through the review files – these quizzes do not contain questions that appear on the field exam.)

In total, there are eight quizzes (four for articles/cases and four for field exam review). As you take more quizzes, the credit increases. As shown in the table below, up to a total of 20 points can be earned if you complete all eight quizzes.

<b>Total Number of Quizzes Completed</b>	<b>Total Number of Extra Credit Points</b>	<b>Total Number of Quizzes Completed</b>	<b>Total Number of Extra Credit Points</b>
1	2	5	11
2	4	6	14
3	6	7	17
4	8	8	20

**COURSE POLICIES**

**STUDENT RIGHTS AND RESPONSIBILITIES:** Carefully review the information at this link: <https://www.westga.edu/UWGSyllabusPolicies/>

It contains important material 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 this information each semester. Information available through this link includes policies regarding the Americans with Disabilities Act, UWG e-mail, credit hours, the honor code, and campus carry.

**ATTENDANCE POLICY:** Classroom attendance is strongly recommended. However, roll will not be taken. Note that while there is no formal attendance requirement, you are expected to attend every class session unless classes have been officially canceled by the University or you have a University-sanctioned excuse. If you miss a class, you are responsible for the material covered and announcements made during that class. If the professor is more than 15 minutes late for class, the class is considered canceled and the students may leave.

**DEADLINES:** No late assignment will be accepted (without the associated points penalty, as specified in the assignment details above) unless the student notifies the professor in advance or, in the event of an unforeseen emergency, immediately after the assignment was due and provides a legitimate reason (as determined by the instructor).

**ACADEMIC INTEGRITY:** The basic principle of academic integrity is that students take credit only for ideas and efforts that are their own. Behavior outside that guideline is prohibited. Without truthfulness, honor, and responsibility we cannot earn the trust and respect of others. Furthermore, we recognize that academic dishonesty detracts from the value of the college degree. Therefore, we shall not tolerate academic dishonesty. *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.*

**NOTE:** *Violations of the academic honesty policy may result in expulsion from the University.*

**DISPUTES:** If you feel your grade on an assignment is inaccurate, you may return the assignment or exam for re-grading. Please employ the following process: Type all comments on another sheet and turn it in to me within three days of the assignment's return to you. Your request for re-grading must clearly indicate why you believe you deserve a higher grade. I will not discuss the problem with you until it is put into a written request. Reviews can lead to either an increase or decrease in total points.

**PERSONS WITH DISABILITIES:** The University and the instructor are committed to providing equal educational opportunities for all students. The University provides, on a flexible and individualized basis, reasonable accommodations to students who have disabilities. Students with disabilities needing academic accommodation are encouraged to:

1. Register with and provide documentation to the coordinators of UWG Accessibility Services in the Counseling Center
2. Submit a letter to the instructor indicating the need for and type of accommodation. During the first or second week of class, students must present a letter to the professor stating that the disability has been documented and requesting specific accommodations. Additionally, it is the responsibility of the student to give the professor one week's notice prior to each instance where an accommodation will be needed. It is expected that students will follow the policies and procedures of Student Accessibility Services. Further details regarding student disabilities can be found in the Student Handbook.

**ONLINE PRIVACY:** This course may require you to work with other sites and entities beyond UWG and CourseDen (D2L) where some personal information (e.g. your name, affiliation with UWG, or current employment) may be displayed. You have the right to regulate the displaying of information pertaining to yourself on the Internet. If you are uncomfortable displaying information that you deem overly personal, you may take steps to post in a more anonymous manner (such as posting online your first name and last initial only or other pseudonym). You also agree to respect other people's wishes to remain anonymous.

**LINKS TO AND FROM THIRD-PARTY SITES:** There may be links established between this course and other entities and sites on the World Wide Web, Internet or other areas that are not under the control of, nor maintained by your professor or the University of West Georgia (UWG). These links do not necessarily constitute an endorsement by your professor or UWG, and UWG has no obligation to monitor such sites, and the user agrees that neither your professor nor UWG is responsible for the content of such sites or for any technical or other problems associated with any such third-party site, links, or usage.

**COURSE COMMUNICATION & GRADING:** Instructor response time to email is 24 – 48 hours M – F. There may be a delay on weekends. Grades for activities and assignments will typically be posted within 7 – 10 days in CourseDen. If grading takes longer than 7 – 10 days (due to the nature of the assignment), students will be notified in CourseDen.

**SYLLABUS CHANGES:** This syllabus provides a general plan for the course. The instructor reserves the right to make changes to the syllabus plan as necessary. Changes will be announced in class.

## CLASS SCHEDULE: MGNT 4660 STRATEGY

[NOTE: Schedule is subject to change at discretion of instructor.]

Week	Simulation Decisions	Date	Topic	Notes
1		Tu, Jan 9	Intro to Course & Glo-Bus Simulation	
		Th, Jan 11	External Environment, Ch. 3	
2		Tu, Jan 16	External Environment, Ch. 3	
		Th, Jan 18	Business-Level Strategy, Ch. 5	
3	Practice round #1 due Friday, 8 pm	Tu, Jan 23	Business-Level Strategy, Ch. 5 Case: Method Company	<b>Case/Article</b>
		Th, Jan 25	Internal Environment, Ch. 4	
4	Practice round #2 due Friday, 8 pm	Tu, Jan 30	Internal Environment cont., Ch. 4; Article: Pixar	<b>Case/Article</b>
		Th, Feb 1	<b>Exam 1</b>	Chs. 3, 4, 5 & articles/cases
5	Decision 1 (Yr 6), by Fri 8 pm	Tu, Feb 6	<b>Online: review files for field exam</b>	<i>[class is online]</i>
		Th, Feb 8	Chapter 6; Chapter 7	
6	Decision 2 (Yr 7), by Fri 8 pm	Tu, Feb 13	<b>RCOB Field Exam</b>	RCOB Computer Classroom 2329
		Th, Feb 15	Competitive & Coop Moves, Ch. 6	
7	Decision 3 (Yr 8) due Fri 8 pm	Tu, Feb 20	International Strategy, Ch. 7	
		Th, Feb 22	Case: SENZ	<b>Case/Article</b>
8	Decision 4 (Yr 9), by Fri 8 pm	Tu, Feb 27	Industry Analysis: Airlines	
		Th, Mar 1	Corporate-Level Strategy, Ch. 8	
9	Decision 5 (Yr 10), by Fri 8 pm	Tu, Mar 6	Corporate-Level Strategy, Ch. 8	
		Th, Mar 8	Corporate-Level Strategy cont., Ch. 8 (Restructuring, Divesting)	
10	Decision 6 (yr 11) by Fri 8 pm	Tu, Mar 13	<b>Exam 2</b>	Chs. 6, 7, 8 & articles/cases
		Th, Mar 15	Chapter 2, CEOs, EO, etc.	
			<b>SPRING BREAK</b>	
11	Decision 7 (Yr 12), by Fri 8 pm	Tu, Mar 27	Org. Design and Controls, Ch. 9	
		Th, Mar 29	Org. Design and Controls, Ch. 9	
12	Decision 8 (Yr 13), by Fri 8 pm	Tu, Apr 3	<b>RCOB Case Exam</b>	
		Th, Apr 5	Corp. Governance (biases; ethical decision-making), Ch. 10	
13	Decision 9 (Yr 14), by Fri 8 pm	Tu, Apr 10	Governance (boards), Ch. 10	
		Th, Apr 12	Governance (compensation), Ch. 10	
14	[peer evaluations due by Tue, Apr 17]	Tu, Apr 17	Governance (shareholders), Ch. 10; Article: P&G shareholders	<b>Case/Article</b>
		Th, Apr 19	<b>Exam 3</b>	Chs. 2, 9, 10 & cases/articles
15		Tu, Apr 24	Glo-bus Wrap-up and Paper Prep	
		Th, Apr 26	Course Recap; Final Exam review	<b>Individual Simulation Report Due Friday, Apr 27, noon</b>
Finals		Wed, May 2 – Tue, May 8	<b>Final Exam</b> (cumulative) at scheduled exam time Tuesday, May 8, 11 am – 1:00 pm	

## **SUMMARY OF COURSE TOPICS AND LEARNING OBJECTIVES**

