

## MGMT 4660-01D & -02D: STRATEGIC MANAGEMENT

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*The preferred method of communication is through CourseDen's e-mail tool.*

**Office Hours:** Monday and Wednesday from 12:30 to 2:00 p.m. and from 3:30 to 5:00 p.m.  
During office hours I am available in my office and also online using CourseDen's Blackboard tool.

Also available by appointment.

**Class Schedule:** MGNT 4660-01D Monday and Wednesday 2:00 to 3:15 p.m. Miller Hall Room 1309  
MGNT 4660-02D Monday and Wednesday 5:30 to 6:45 p.m. Miller Hall Room 2202

**COURSE FORMAT:** This is a "D" course, which indicates a 51-94% Online Instructional Method. It is not fully online.

*You are required to attend the following face-to-face sessions. This sessions will meet in the classroom specified in the syllabus unless noted otherwise. :*

- **January 13:** Speed dating to form teams for the simulation.
- **February 12:** Exam I
- **March 30:** RCOB Case Study Assessment.
- **April 13:** RCOB Field Exam: **Miller Hall Computer Labs**
- **April 20:** Team simulation presentations. Mandatory attendance if your team is presenting.
- **April 22:** Team simulation presentations. Mandatory attendance if your team is presenting.

*Optional attendance:*

- **January 15:** How to play the "Corporation" simulation
- **January 27:** Debrief results of practice round
- **April 27:** Optional Third Exam

**Prerequisites:** ECON3402, FINC3511, MGNT3600, MKTG3803

**COURSE DESCRIPTION:** This course is about how an enterprise achieves and sustains a high level of success and the role the general manager plays in this process. How success has been or will be

achieved is the enterprise's strategy. It requires both analysis and action. The cases and concepts of the course take the total enterprise as the unit of analysis and the general manager as the key actor.

Developing the general management perspective is at the core of what we do in this course. A general manager is responsible for a multi-functional group (business, division, profit center, etc.) and is accountable for the strategic performance of that unit. But what we will learn has utility not just to the person at the "top" of the enterprise. Increasingly general management responsibility is shared. All members of the management team and the organization need to appreciate how their actions contribute to the overall success of the enterprise.

**LEARNING OUTCOMES AND OBJECTIVES:** The primary objectives of the course are:

- To develop expertise in formulating (analysis) and implementing (action) strategy.
- To get a "big picture" perspective of how all the functions of the company – human resources, finance, accounting, marketing, operations – need to integrate in order to successfully implement the firm's strategy.
- To identify strategic issues, and propose and evaluate potential solutions.

These objectives support the following learning goals (LG) and learning outcomes (LO) of the Department of Management:

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)

## **COURSE MATERIALS**

**Required Textbook:** [Mastering Strategic Management, v. 1.1](#). By: David Ketchen and Jeremy Short.

Flatworld offers several alternatives for accessing its textbooks. I encourage you to explore all options before deciding which one works best for you. You may choose whatever option is best for you as long as you read the required material before class.

**If you are using Financial Aid to buy the book:** If you buy your textbook from the bookstore, you will receive a code that you need to redeem on [Flatworld's website](#).

**Free option – Read carefully:** *The University of Minnesota Libraries Publishing offers a [free versions of the previous edition \(version 1.0\)](#) of this textbook. Although this is not the exact same version of the book, the concepts have not changed in version 1.1; only some examples have been updated. As long as you read the content, I have no problem with your using this free version to learn the material covered in this class. [Go to this link to find different versions](#) that you can download, from printable pdfs, to digital pdfs that you can read on your tablet, Android, or Apple devices.*

**Required Simulation:** All students need to purchase an individual subscription to the “Corporation” simulation (Cost: \$39.95). A student who does not purchase the simulation will receive a grade of 0 in all rounds of the simulation, including the practice round.

**Step 1: Get a User ID:** Students receive their unique User ID and Password by e-mail from Interpretive Simulations. Check your @my.westga.edu email for an email sent by Interpretive.

**Step 2: Log In:** Use the login box at [Interpretive Simulations](#) to log in with the ID and password you should have received by email (See step 1 above).

After logging in, you will automatically be redirected to your course's simulation web site.

The simulation website is where you will access the simulation and view its schedule. You will also find resources, such as the simulation manual and any electronic documents that your professor might choose to provide, as well as access to support FAQs and other resources.

**Articles and Cases for in-class discussion:** Articles are available through the library on-line, or are posted on CourseDen as noted on the syllabus. Additional readings may be announced in class, posted on CourseDen, or distributed in class as the semester progresses.

#### **DETERMINANTS OF THE TERM GRADE:**

**Two exams:** 30 points each = 30 points x Two exams =60 points (23.53% of the final grade).

**Simulation:** 60 points for all assignments combined (23.53% of the final grade). The assignments are:

- Individual Quiz: 3 points

- Practice round score: 4 points
  - o Real round score: 30 points: Two rounds of 4 quarters. Each round of 4 quarters is worth 15 points.
  - o Incident analyses: 10 points

**Letter to shareholders:** 20 points (7.85% of the final grade)

**Presentation:** 15 points (5.88% of the final grade)

**Exercises:** Points per exercise vary. Total all exercises combined =25 points (9.80% of the final grade)

**RCOB field exam:** 15 points (5.88% of the final grade)

**RCOB Case Study:** 15 points (5.88% of the final grade)

**Case studies:** 3 individual case studies x 15 points per case = 45 points (17.7% of the final grade)

**TOTAL:** 255 points (100% of the grade)

**EXAMS:** Three exams will be given. The class notes provide a foundation, but all discussions, cases, in-class exercises, and material used or presented in class or CourseDen may be included in the exam – even if it is not discussed in class. A missed exam will count as zero. The first two exams are not cumulative. The final exam may cover all the material presented in the course. The lowest exam grade will be dropped. No one should enroll who cannot take the exams as scheduled.

Be on time to take tests. Being late is not a good reason to request a make-up exam. No one arriving 15 minutes after the start of an exam will be allowed to take it. Tests will be collected 80 minutes after the start of the class.

If you are doing poorly on exams, please see the instructor as soon as possible; waiting will not increase your chances of improving your grade.

Exams are the property of the instructor and the University of West Georgia and may not be taken or duplicated.

Exam weighting and number are subject to change at the discretion of the instructor.

**SIMULATION:** Unlike most education and training exercises, a simulation provides an opportunity for the continuous practice of managing an organization. You will have a unique opportunity to make decisions, see how the decisions work out, and then try again.

**In what industry does the simulation take place?** Your company is a multi-divisional firm that will be competing with other teams in the dynamic information systems industry. Each company in this simulation will be managed by a team of three to four people. Although the team organization is up to

each group, the simulation is designed to allow each team member to be responsible for one Strategic Business Unit (SBU).

**How can you divide the decision-making?** Your team will be making decisions for both the corporation and each of the business units. One method of organizing your group is to assign the responsibility of one SBU to each team member and have the entire team make decisions for the parent corporation. You can also choose to have all group members participate in the decisions at both the SBU and corporate level.

**What type of decisions will the company (team) be making?** You will be making decisions regarding pricing, marketing, new product research, human resources, and capacity for each SBU.

Corporation-level decisions include acquiring debt (loans and bonds) and equity financing, paying dividends, buying and selling of business units, acquiring new ventures, determining types of needed market research, and responding to a management incident. Teams are expected to establish objectives, plan their strategy, and then make the required business decisions dictated by these plans.

*After your team enters decisions in the simulation interface, the simulation will be advanced, according to the schedule your instructor has set. Updated reports then become available for each team concerning their firm's sales and profits. This is done for several iterations. Each period advance represents three months (a quarter) in time.*

Use the folder "Things I need for the simulation" in CourseDen, to find the materials and links to the simulation assignments.

### **1. Forming the teams (speed dating)**

- a. Create your Teamwork Profile and bring it to the speed dating. The form is available on CourseDen. If you don't bring this completed, you cannot participate in the speed dating.
- b. On the day of the speed dating try to find other students to form your teams. Although you are free to choose your group members, there are some conditions that every team must meet:
  - i) Team size should be 3-4 (ideally 4).
  - ii) Every team must have at least one international student.
  - iii) Every team must have at least one non-international student.
  - iv) Every team must have at least one finance and/or accounting major.
  - v) All team members cannot have the same major.

### **2. Signing the team contract**

- a. Once you have chosen your team, create a "Group Expectations Document". A template is available on CourseDen.
- b. Choose a team leader and specify this in your contract. If you do not choose a team leader, one will be chosen randomly.

- c. All members of the team must sign this document.
- d. Give one copy of the document to your instructor and keep the original for your team.

### 3. Starting the simulation

- a. Read the student's manual and familiarize yourself with the simulation. The student manual is available in the [interpretive.com](http://interpretive.com) website
- b. Each student must individually answer the quiz inside the simulation by the date specified in this syllabus. In order to access the quiz, you must first sign up for the simulation. All students must score 70% or above.
- c. Your team cannot start the second simulation until all players have passed the quiz with a grade of 70% or above.
- d. There will be one practice round to help you to become familiar with the simulation.
- e. Once each round of the simulation starts, your team will be responsible for submitting a decision very week for 4 weeks on Sunday by 11 p.m. *Every decision must be documented in the "Decision Log Book" which is available in the user's manual ([interpretive.com](http://interpretive.com)).* Because you need to provide analysis for each decision a team cannot just get lucky and guess the right decision. On the other hand, if you are unsuccessful and your decision just does not work out as planned, you can show in your strategy journal that you actually gave some thought to the decision - it just did not work as expected.

**Your grade on the simulation is calculated as follows:**

#### **Practice round score (4 points) and Two Real rounds score (15 points each; 30 points total):**

Using a Balanced Scorecard approach, the performance grade is based on a combination of Return on Equity (ROE), Human Resources Performance, and Innovation

*Please note that we have three different rounds:*

- **Practice Round:** This round is to help you become familiar with the simulation. Individually, you complete all the different decisions (Operations, Marketing, HR, etc.) to see how the simulation work. *This is a completion grade with a bonus for the teams that rank in 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> place.* If you do the practice round conscientiously you will get the full points. *This grade cannot be made up in any way as I won't be able to run the practice round more than once.*
- **Two real rounds:** The second round will have four decisions each one representing a quarter in one financial year.
  - Turn in the decision log (simulation student manual page 64. Also in CourseDen>Things I need for the simulation) every Tuesday after a decision is due.After the first "year", the simulation will end. We will calculate the scores, debrief about what happened in this year, learn from our mistakes, and get a fresh start.

- The third round starts all teams at the same place, a clean slate. This is your opportunity to apply what you learned by running the company for one year.
- Turn in the decision log (simulation student manual page 64. Also in CourseDen>Things I need for the simulation) every Tuesday after a decision is due.

**After 4 quarters (decisions), the simulation ends.**

**Simulation Grade Calculation:** The total maximum points based on the weighted score is 15. The team with the highest weighted score at the end of each round of the simulation gets 15 points for that round. The other teams' scores will be calculated as a proportion of the winning team's score. There is no floor grade.

**Incident reports (10 points):** There are some incidents built into the simulations. Incidents happen every other week, and you need to read the industry newsletter to see when there is an incident that you need to address. You need to submit these brief reports as a team.

*At the end of the simulation (8 decisions), you need to hand-in the following deliverables:*

- **A letter to shareholders (20 points):** Use the guidelines provided in CourseDen and in the "ANNUAL REPORT AND STOCKHOLDER'S MEETING" form (User's manual p.65)

In addition, this letter should address the following:

- (1) Explain your simulation company's financial performance over the entire period (8 decisions). Make references to the table that shows the financial results.
- (2) What strategy did your firm pursue? What about that strategy was effective and what was ineffective?
- (4) If you participated in the simulation again, what would you do differently and why?
- (5) How has the simulation helped you improve your understanding of and ability to interpret and analyze the strategy and performance of actual businesses? This will be a brief paragraph.
- (6) Exhibits:
  - a. A table of your simulation company's financial results. Prepare (i.e., type) this table yourself from data available within the "Corporation" system. Do NOT merely print the graphs or tables prepared for you by the simulation. This table *must* include:
    - Typically important financial statements :
      - End-of-year Balance Sheet
      - End-of-year Profit & Loss Account
      - Share Price
    - Quarter-to-quarter percentage changes in these items. Present this as an exhibit.
  - b. Graphics presenting the quarter-to-quarter changes in:
    - Revenues & profits
    - Share price

*Because there are two years (Rounds of 4 decisions or quarters), you should choose just one year to write about in the Letter to Shareholders. I recommend choosing the year (set of 4 quarters or decisions) in which your team performed better.*

You can find examples of letters to shareholders from almost any public company. They are usually in the “investors” section of the company’s website. I have also put an example in CourseDen > Content > Things I need for the simulation.

Format: Minimum length 5 pages (excluding exhibits); maximum length: 8 pages (excluding exhibits), 12-point Times New Roman, 1.5 spacing, 1-inch margins all around.

- **Presentation (15 points):** Prepare a 12-minute presentation of your letter to shareholders. In this presentation, pretend that you are addressing the shareholders during your annual meeting. Dress accordingly. Turn in the slides.

Further details about the simulation will be provided in class.

*Your grade on the simulation is a combination of my assessment and a review by your teammates of your participation, punctuality, contribution, and work, using the peer-review rubric in CourseDen.*

**CASE STUDIES (15 points x 4 cases):** You will analyze four (4) case studies individually as homework. The case study readings and questionnaires are available in CourseDen. On the dates when case studies are due, we will have a brief in class-discussion. Any student may be called to lead the discussion, so everyone should be prepared.

**IN-CLASS EXERCISES (25 points):** There are several team or individual assignments to be completed during a class period. Some, but not all, of these exercises are listed in the class schedule. These in-class exercises total 20 points and number of points per exercise varies.

**RCOB ASSESSMENT EXERCISES:** Continuous assessment is an important aspect of being a school accredited by the [AACSB](#). Assessment exercises are conducted each semester in order to assess 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. The following evaluations are taken as part of the MGNT 4660 course because all the prerequisite courses leading up to the Strategic Management Course will have covered those business fundamentals for the various business disciplines.

- **FIELD EXAM (15 points):** One class period will be devoted to the face-to-face RCOB field exam. This exam consists of multiple choice questions in each of the business subjects or functions (e.g., accounting, economics, management, etc.).

- **CASE STUDY (15 points):** One class period will be dedicated to the RCOB case study evaluation. This case study is not an online homework. It is a face-to-face assessment.

## **EXTRA CREDIT**

**BB&T Lectures in Free Enterprise:** Attend the lecture (Tuesday, March 10. Time and Location TBD) and earn 8 points of extra credit for scanning your ID at the end of the lecture.

**Field Exam Preparation:** The Management Department has prepared four (4) presentations to help students to review some of the concepts that are evaluated in the RCOB Field Exam. These presentations are available in CourseDen > Content > RCOB Field Exam Resources. You can earn two (2) points of extra credit for reviewing each presentation (2 points x 4 presentations = 8 points). You must review the presentations before the Field Exam to get these points. I can track in CourseDen who has reviewed the content and when.

**Other:** From time to time new extra credit opportunities may arise. If an extra credit opportunity arises it will be made available to the entire class.

## **DEADLINES, MAKE-UP ASSIGNMENTS AND EXAMS, AND LENGTH LIMITS**

Make-up exams, assignments, case studies, in-class exercises will be given only in the event of extraordinary circumstances and university-accepted documented situations:

Please let me know if under *rare and extreme circumstances* you will be late in submitting an assignment. A minor delay (less than a week) will result in a penalty of 10% of the grade. A major delay (over a week) will result in 0 points for the assignment.

A similar policy is in place for projects that exceed length limits. Minor excesses (10% or less) will normally result in penalties of 5% of the grade, and significant excesses (more than 10%) in a penalty of 10% of the grade.

1. You need to contact the instructor and provide all relevant documentation, 72 hours before the exam for pre-scheduled events (such as university-endorsed functions), and up to 72 hours after the exam for fortuitous events (such as illness).
2. Absences that meet the requirements specified above, will be permitted to make up in-class exercises by providing written essay answers (3 pages minimum, double spaced, 12 point New Times Roman font) related to topics assigned by the instructor. A maximum of one make-up assignment will be allowed for absences.
3. Scheduling of all make-up assignments and exams is at the discretion of the instructor.

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This policy is not a blank policy where all students get one or any other number of make-up assignments.

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## COMMUNICATION EXPECTATION FOR MANAGEMENT DEPARTMENT

The Management Department believes in work-life balance for both faculty and students. Faculty will typically respond to student emails within 24 hours. Students should not expect a response during non-business hours, which includes nights, weekends, holidays, and school breaks.

Based on these expectations, I am available during office hours Monday and Wednesday from 11:00 a.m. to 12:30 p.m. and from 2:00 to 3:30 p.m. and by appointment.

During office hours I am available in my office and also online using CourseDen's Blackboard tool.

*The preferred method of communication is through CourseDen's e-mail tool.*

- Write a good, informative subject line: CourseDen has a standard pre-populated subject line. This line is the same for all students in the same class - basically the class name, so it is not a very informative subject line (especially for me, since 30+ students have the same subject line). Remember to change the subject line.

I will try to respond to your e-mail within 24 hours, but you should not expect a response during non-business hours.

**USE OF CourseDen (CD):** CourseDen is an absolutely necessary resource for this class. All information, instructions, and updates will be posted on CourseDen. Also, CourseDen is the preferred method of communication with your instructor and classmates. You must get in the habit of checking CourseDen frequently.

Why do I prefer CourseDen? I prefer CourseDen because:

- (a) It logs you out after a while if you are inactive, which I think might be better for protecting the confidentiality of grades and class-related files.
- (b) It doesn't have a Spam folder, so e-mail is not identified as 'junk' by mistake.
- (c) It leaves a record of all communication that can be verified by ITS.

**FEEDBACK ON ASSIGNMENTS:** You can expect to get feedback on written assignments within one week of their due date.

## TECHNOLOGY SUPPORT

### **CourseDen (D2L) Training and Support:**

[Learn more about Information Technology Support \(ITS\) for UWG students](#)

CourseDen 24-hour Help Phone: 1-855-772-0423

Website: <http://D2Lhelp.view.usg.edu>

You can also use ITS to obtain Free Microsoft Software and Free Antivirus.

### **Contact UWG | Online Helpdesk: Monday to Friday 8am to 5pm.**

Phone: 678-839-6248.

Email: [online@westga.edu](mailto:online@westga.edu)

Website: [UWG | Online Helpdesk Services](#)

### **ITS Service Desk**

Phone: 678-839-6587

Email: [servicedesk@westga.edu](mailto:servicedesk@westga.edu)

ITS Hours of Operation: Monday to Friday: 8am to 5pm

Emergency Support: Monday to Thursday: 5pm to 8pm

Walk-in ITS Helpdesk in Cobb Hall, Room 122

## OTHER SUPPORT

Use the following links to find more about the resources and services that these UWG departments might be able to provide:

### **For Academic Support:**

[Online Student Guide](#)

[Center for Academic Success](#)

### **Counseling & Career Development**

[UWGCares: Helping the Campus Community Respond to Stress and Distress](#)

**ACCOMMODATIONS FOR STUDENTS WITH DISABILITIES:** Students with a documented disability may work with UWG Accessibility Services to receive essential services specific to their disability. All entitlements to accommodations are based on documentation and USG Board of Regents standards. If

a student needs course adaptations or accommodations because of a disability or chronic illness, or if he/she needs to make special arrangements in case the building must be evacuated, the student should notify his/her instructor in writing and provide a copy of his/her Student Accommodations Report (SAR), which is available only from Accessibility Services. Faculty cannot offer accommodations without timely receipt of the SAR; further, no retroactive accommodations will be given.

To contact Accessibility Services, click this link: [UWG Accessibility Services](#)

## TECHNOLOGY ACCESSIBILITY STATEMENTS

PRIVACY STATEMENTS	ACCESSIBILITY STATEMENTS
<a href="#">Adobe Privacy</a>	<a href="#">Adobe Accessibility</a>
<a href="#">BOR Policy Manual - Information Security Policy</a>	<a href="#">BOR Policy Manual - Students with Disabilities</a>
<a href="#">D2L Privacy</a>	<a href="#">D2L Accessibility // Documentation</a>
<a href="#">CoursEval Privacy</a>	<a href="#">CoursEval Accessibility</a>
<a href="#">Blackboard Collaborate Privacy</a>	<a href="#">Blackboard Collaborate Accessibility</a>
<a href="#">Google Privacy</a>	<a href="#">Google Apps Accessibility</a>
<a href="#">Kaltura Privacy</a>	<a href="#">Kaltura Accessibility</a>
<a href="#">LinkedIn Privacy</a>	<a href="#">LinkedIn Accessibility</a>
<a href="#">Microsoft Privacy</a>	<a href="#">Microsoft Accessibility</a>
<a href="#">Screencast-O-Matic Privacy</a>	Screencast-O-Matic does not have an Accessibility Statement (6/2/2017)
<a href="#">TED Privacy</a>	
<a href="#">Turnitin Privacy</a>	<a href="#">Turnitin Accessibility</a>
<a href="#">Youtube Privacy</a>	<a href="#">Youtube Accessibility</a>

## THE HONOR CODE

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.*

Definitions:

- Cheating - “using or attempting to use unauthorized materials, information or study aids”.
- Fabrication - “falsification or unauthorized invention of any information or citation”
- Plagiarism - “representing the words or ideas of another as one’s own. Direct quotations must be indicated and ideas of another must be appropriately acknowledged”

Further details regarding Student Conduct can be found in Appendix A of the UWG Connection and Student Handbook.

The relevant University Policies can be found in these links:

- [Academic Honor Code Pledge Statement](#)
- [University of West Georgia Honor Code](#)

### **WOLF PACT:**

By enrolling and continuing in this course you agree to the following.

Having read the Honor Code for the University of West Georgia, I understand and accept my responsibility to uphold the values and beliefs described therein and to conduct myself in a manner that will reflect the values of the Institution and the Richards College of Business so as to respect the rights of all UWG community members. As a UWG student, I will represent myself truthfully and complete all academic assignments honestly and within the parameters set by my instructor. I understand and accept that if I am found guilty of violations (through processes due me as a UWG student and outlined in the UWG Student Handbook), penalties will be imposed. I also recognize that my responsibility includes willingness to confront members of the UWG community if I feel there has been a violation of the Honor Code. Ultimately, I will conduct myself in a manner that promotes UWG as the best place to work, learn, and succeed for my generation, and those to come!

### **ACADEMIC HONESTY GUIDELINES**

- I will provide instructions for each assignment about whether an assignment must be submitted individually or in groups.
- I will inform the class in advance if for a given assignment you may be able to work in groups but students must submit his or her own work, using his/her own wording and answers that can be based on the group’s discussion. The following instances are some non-exhaustive examples of academic dishonesty:
  - Using material submitted by other students – in the past or in the present, at UWG or at any school.
  - Submitting material created by a classmate
  - Presenting anyone else’s work as yours (including but not limited to: work you find online, hiring someone to write any assignment for you, etc.)

- Presenting a paper, homework, or any type of assignment consisting mostly of direct quotes = **even if they are properly cited.** You need to present original and creative work.
- Helping other students to cheat, by showing them your answers, reports, calculations, processes, etc. This includes uploading your work, exams, assignments, case studies, etc. to sharing websites.

*Any violation of the honor code will result in a grade of F and an official notification to UWG's Academic Dishonesty Tracking System.*

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

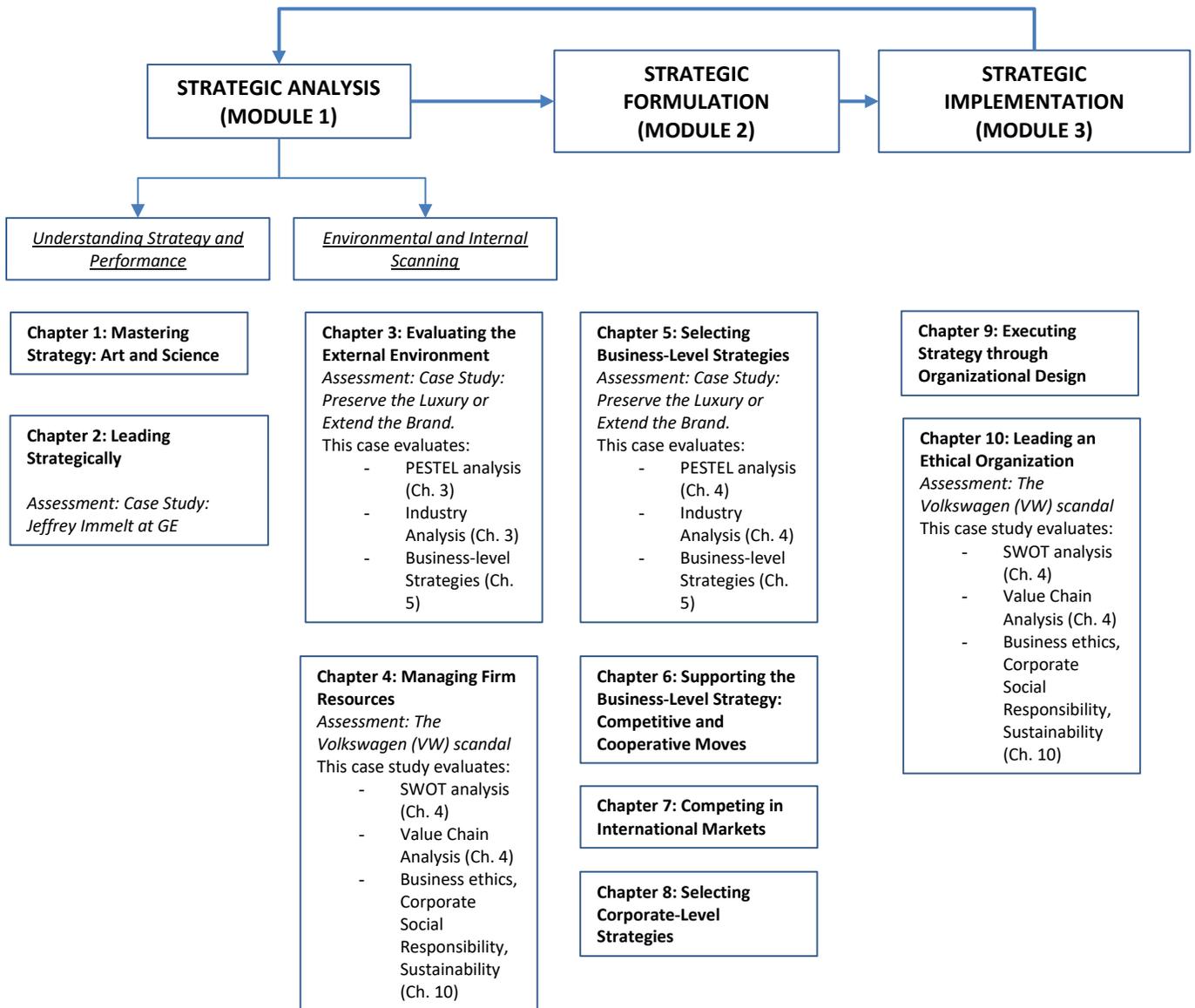
For approximately fifteen weeks, students in this class will generally spend 150 minutes with direct faculty instruction (either face-to-face or online) and work about 360 minutes outside of the classroom each week. This out-of-class work may include, but is not limited to, readings, simulations, assignments,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

### **STUDENTS RIGHTS AND RESPONSIBILITIES:**

Students, please carefully review the information available at this link: [Common Language for Syllabi](#)  
It is your responsibility to read the information available in this website, as 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 the information at least once each semester.

*The instructor reserves the right to make changes to this syllabus.*

## THE STRATEGIC MANAGEMENT PROCESS AND THIS COURSE



**COURSE SCHEDULE:  
GETTING READY FOR THE COUSE**

The schedule, readings, assignment are tentative and may change due to situational factors.

Dates	Topic	Readings	Tasks	Assignments / attendance
Jan 6 (M) to Jan 13 (M)	Course Introduction	Syllabus	<ol style="list-style-type: none"> <li>1. <a href="#">Review the Online Student Guide</a></li> <li>2. Make sure you have Adobe Acrobat Reader, Microsoft Word and PowerPoint (or PowerPoint Viewer) installed</li> <li>3. Read and print syllabus</li> <li>4. <i>Complete the syllabus quiz available in CourseDen. The rest of the course will become available when you score 85% of higher on this quiz. You have three attempts.</i></li> <li>5. Note due dates</li> <li>6. Complete the first assignment by uploading your picture to CourseDen. Instructions are here: <a href="#">How to add a picture to your CourseDen profile</a></li> <li>7. Navigate throughout the CourseDen course to make sure you understand how to use CourseDen</li> <li>8. E-mail me with any questions you have</li> </ol>	No face to face classes
Jan 13 (M)			Speed dating (Page 5 of this syllabus for more info)	- Complete the Teamwork Profile available in CD. <i>Please complete it before class</i> <u>Attendance required</u>

**REGISTRAR DATES**

Dates	Events
Jan 4 (Sat) to Jan 10 (F)	<b>Open Drop - Add Period: ends at 11:59 pm on Jan 10/2020</b> <b>Full Term and Session I (non-eCore) classes dropped during Open Drop will receive a refund of paid funds.</b>
Jan 11 (Sat)	<b>Withdrawal "W" period begins for Full Term (non-eCore) 16 week courses.</b> <b>Students who withdraw from a Full Term (non-eCore) class between January 11 and February 28 will receive a grade of W. Reminder there is no refund associated with withdrawing from a course.</b>

## MODULE 1: STRATEGIC ANALYSIS SCHEDULE

**Suggested Dates: Jan 15 (W) to Feb 12 (W)**

Topic	Tasks	Assignments (Check exact dates and times in CourseDen)
Mastering Strategy: Art and Science	Read Chapter 1 Watch the video: What is Strategy?	Plagiarism statement E-mail test results to <a href="mailto:svelez@westga.edu">svelez@westga.edu</a> Turn in signed document in CourseDen>Assessments > Assignments.
Leading Strategically	Read Chapter 2 Watch the video: Starbucks' CEO: 6 Habits of True Strategic Thinkers	<b>Case study:</b> Jeffrey Immelt at GE (Due Jan 26 @ 11pm )
Evaluating the External Environment	Read Chapter 3, pages 53 to 70 Watch the video PEST analysis:	
Industry Analysis and Strategic Groups	Read Chapter 3, pages 71 to 85 Video Lecture: Industry analysis Video: An Introduction to Michael Porter's Competitive Strategy	Airline Industry Analysis (Feb 2 @ 11 pm)
Managing Firm Resources	Read Chapter 4, pages 101-120 Watch: Video Lecture: Capabilities and the Resource-Based View of the Firm	
The Value Chain	Read Chapter 4, pages 121-134 Watch: Video Lecture: Value Chain Explained Watch Video: Application of Porter's Value Chain Analysis to IKEA	SWOT analysis airline industry (Feb 9 @11 pm)
Feb 12 (W)	<b><u>FACE TO FACE EXAM</u> 1</b>	Chapters 1, 2, 3, 4 (except SWOT analysis)

The schedule, readings, assignment are tentative and may change due to situational factors.

## SIMULATION DECISIONS

(These are the closing dates. Decisions open about 1 week before closing dates)

- PRACTICE ROUND:
  - Jan 19 at 11 pm: Simulation Practice Round Decision 1.
  - Jan 26- Sunday: Simulation quiz: Each student must take the simulation quiz individually. The quiz is available in the simulation website, in the TO DO table.
- THE SIMULATION RESETS. WE THEN PLAY **4 DECISIONS OF ROUND 1**:
  - Feb 2: Round 1 decision 1. Enter decision and submit your team's decision log in CourseDen (1 per team)
  - Feb 9: Round 1 decision 2. Enter decision and submit your team's decision log in CourseDen (1 per team)
  - Feb 16: Round 1 decision 3. Enter decision and submit your team's decision log in CourseDen (1 per team)
  - Feb 23: Round 1 decision 4. Enter decision and submit your team's decision log in CourseDen (1 per team)

THE SIMULATION CLOSES AND RESETS. PLAY ROUND 2 STARTING ON FEBRUARY 29 WITH THE FIRST DECISION DUE ON MARCH 1
- SIMULATION ASSIGNMENTS:
  - Jan 26- Sunday: Simulation quiz: Each student must take the simulation quiz individually. The quiz is available in the simulation website, in the TO DO table.
  - Jan 27 – Monday: Group Expectations Document. Template available in CourseDen. One per group.

## MODULE 2: STRATEGIC FORMULATION SCHEDULE

**Suggested Dates: Feb 17 (M) to March 16 (W)**

Topic	Tasks	Assignments (Check exact dates and times in CourseDen)
Selecting Business Level Strategies	Read Chapter 5 Watch: Video Lecture: Business-Level Strategies	<b>Case study:</b> Preserve The Luxury Or Extend The Brand. Due on Feb 23 @ 11 pm
Supporting Business-Level strategy	Read Chapter 6 Watch Video Lecture: Radical Innovation Watch: Explainer: Blue Ocean Strategy	
Selecting Corporate-Level Strategies	Read Chapter 8 Watch: Video Lecture: Corporate Strategy Watch: Application of the BCG Matrix	<b>Case study:</b> Sony's Turnaround Due on March 8 @ 11 pm
Competing in International Markets	Read Chapter 7 Watch: Video Lecture: International Strategy Watch: Video Lecture: Global Marketing Mix	
Mar 22 (Sunday)	<b>Online</b> Exam 2 closes Exam 2 will be available from March 9 to March 22 in CourseDen	Chapters 5, 7, 8,

The schedule, readings, assignment are tentative and may change due to situational factors.

### REGISTRAR DATES

Date	Event
Feb 28 (F)	<b><i>Last day to withdraw with a grade of W from Full Term- 15 week courses.</i></b> <i>Students withdrawing from full term courses after midnight will be awarded a grade of WF.</i> <i>Note: A WF grade is calculated as an F in the GPA.</i>

## **SIMULATION DECISIONS**

(These are the closing dates. Decisions open about 1 week before closing dates)

### **4 DECISIONS OF ROUND 2:**

- March 8: Round 2 decision 1. Enter decision and e-mail your team's decision log (1 per team)
- March 15: Round 2 decision 2 Enter decision and e-mail your team's decision log (1 per team)
- No decision due in the Sunday at the end of Spring Break (March 22)
- March 29: Round 2 decision 3 Enter decision and e-mail your team's decision log (1 per team)
- Apr 5: Round 2 decision 4 Enter decision and e-mail your team's decision log (1 per team)
- THE SIMULATION CLOSES

### MODULE 3: STRATEGIC IMPLEMENTATION SCHEDULE

**Suggested Dates: March 23 (M) to Nov 13**

Topic	Tasks	Assignments (Check exact dates and times in CourseDen)
March 30 (Monday)	RCOB Case Study Assessment	Face-to-face case study assessment. <i><u>Attendance is mandatory</u></i>
Executing Strategy Through Organizational Design	Read Chapter 9 Watch: Video Lecture: What is Organizational Design Watch: Video Lecture: Introduction to Organizational Structure	
Leading an Ethical Organization	Read Chapter 10 Watch: Video Lecture: What is CSR?	<b>Case Study:</b> The Volkswagen Scandal. Due on Apr 5 @ 11 pm
Apr 13 (Monday)	<b><i>REQUIRED ATTENDANCE: RCOB Field Exam</i></b>	Face-to-face quiz. Duration: 70 minutes
Apr 20 (M)	Team Project Presentations <b>Attend if your team is scheduled to present</b>	<u>All</u> Team Project Reports are due: Presentation materials Letter to shareholders Peer evaluations
Apr 22 (W)	Team Project Presentations: <b>Attend if your team is scheduled to present</b>	
Apr 27(M)	Optional Third Exam	

The schedule, readings, assignment are tentative and may change due to situational factors.