



Dillard College of Business Administration

Syllabus: Strategic Management

MGMT 4853.201 MW 8:00 – 9:20 am Dillard Building 324

Spring Semester 2020

Contact Information

Instructor: Jeff Stambaugh, Associate Professor of Management

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Course Materials

1. MindTap for Hitt, MA, Ireland, RD & Hoskisson, RE (2020). Strategic Management: Competitiveness & Globalization (13th edition). ISBN-10: 1-337-91675-7 or 13: 978-1-337-91675-2).
2. GLO-BUS Simulation. Register [online](#) for \$44.95 (registration codes provided later in class)

Additional readings are posted to D2L

Course Description

Formulation and implementation of top-level managerial strategy. Topics include internal/external analysis, business, corporate, and international strategy, competitive dynamics, acquisition/restructuring, strategic leadership, and innovation. Students apply course concepts by developing a strategic case analysis and by participating in a computer business simulation.

Course Prerequisite(s)

Consent of Advisor. Should only be taken in student's last undergraduate semester.

Learning Goals

I. General Learning Goals:

- Our students will be effective at problem solving and decision making. Students practice problem solving and decision-making skills during in-class discussion and the simulation. Assessment occurs during quizzes, course examinations, and the simulation.
- Our students will be able to demonstrate competency in speaking for common business scenarios. Students practice their oral presentation skills in the "board of directors" presentation. The student's ability to speak clearly to an audience is included in the score for these exercises.
- Our students will be technologically prepared.
- Our students will be ethical decision makers.

- Our students will be effective team members. Students work in teams during the GLO-BUS simulation. Instructor observation, project evaluation, and peer evaluation of team members are used to assess these abilities.
- Our students will be multicultural and globally aware. Through GLO-BUS and course material, students gain an understanding of the importance of these issues.

These general learning goals are among those established by the Dillard College of Business Administration. General learning goals represent the skills that graduates carry with them into their careers. While assessing student attainment of these general learning goals, the Dillard College is assessing its programs. These assessments assist us as we improve our curriculum and curriculum delivery.

Course Specific Learning Goals: After completing this course, students should be able to:

- Recognize the interrelated roles that accounting, finance, marketing, management, and information systems play in business success.
- Understand and apply models related to business performance.
- Understand the decisions and trade-offs that top managers are faced with when running and setting the future directions for the firm.
- Develop the ability to think strategically.

Course Policies

Attendance Policy: Regular attendance is expected and graded. Students with five or more absences may be dropped from the course. Participation in class discussion is graded, so reading the assigned material and completing assignments prior to coming to class is also expected. See the university catalog for the University Class Attendance Policy.

Other Related Policies

Missed Examination Policy: Only students with authorized absences (see University Class Attendance Policy) may make up missed examinations. Exams are normally made up via the comprehensive final exam. As a professional courtesy, please notify me of the absence prior to the exam if possible.

Grading and Evaluation:

Short Bio: This assignment requires a one page, single-spaced, 11/12 point font written biography on the student. Students should demonstrate the ability to import a recent photo (approximately 2"x3") into an MS Word document. Upload the document in D2L.

Online Quizzes (OQ) (13): All 13 chapter quizzes are online from the first day of class. They may be taken a total of twice prior to 7:30 am on the date listed on the syllabus. There are no risks associated with retaking the quiz – your highest score is used for the grading. Please do not ask for extensions to the quiz times if you have forgotten, waited until the last minute, or experienced technical difficulties. Assume difficulties will occur and complete the quizzes well prior to the established deadline.

Exams (3): Exams are composed of questions covering the material from chapters, GLO-BUS simulation, class discussion and guest speakers. For **ALL** exams students may use an 8.5 x 11 inch "cheat sheet" that has notes on one side only. Any reproduction of the online test bank is prohibited!

Final Exam: Comprehensive exam over all material. Cheat sheet allowed as normal. This exam is given as a makeup exam should a student miss any previous exam and is an opportunity for students to raise their score if they have taken all the previous exams. If a student takes all four exams, I use the three highest scores.

Major Field Test (MFT): The comprehensive college exit exam is administered in this class. There's study material in D2L. You'll also take a practice quiz to help prepare you for the MFT.

Current Events Talk: Each student presents a short talk relating a current business event to a course concept we've recently studied. More specific guidance is contained in D2L.

GLO-BUS Simulation: You participate in a business simulation where you are the top management team of a wearable camera / drone manufacturing firm. The purpose of the simulation is to learn implementation skills for the strategies being developed in the class. This requires you to draw on all of your former business courses (management, marketing, accounting, and finance) as you run the corporation. The simulation is "live play" in that your fellow classmates are the competition. This means the simulation is dynamic, interactive, and a lot of fun. The simulation is a major time commitment and, accordingly, is a major part of your grade.

Specific graded components of the simulation include:

- Your firm's actual performance in the simulation (125 points). Students conduct a peer evaluation of team members that may contribute/detract from the overall individual performance grade
- A "board of directors" presentation where you discuss your firm's performance (125 points)
- Two quizzes that measure your familiarity with the simulation and your ability to correctly interpret the information involved with GLO-BUS (40 points total)

Participation: This class should be highly participatory and so my intent is that every student should earn max credit for participation! There are two components for your participation: attendance and homework. You can't participate if you aren't present in class, so it is very important that you attend each class. It is also important to attend because your team members are depending on you. You begin with 60 attendance points. If you are late, leave early, or fail to participate expect a one point penalty for each incident. The first time three times you miss a class you receive a two-point penalty per miss. After the third absence, the penalty increases to four points. Students who comply with the procedures for an authorized absence as defined in the student handbook receive no penalty for days missed. The second component of participation is homework. There are roughly 60 short homework assignments in Mindtap. You earn one point per homework assignment (note: quiz scores must exceed 75% for credit). You can compensate for absences by completing more homework assignments. However, the maximum participation points are 100 – you can't earn more.

Table 1: Points allocated to each assignment

Element	Points
Short Bio	10
Chapter Quizzes (13@20)	260
Exams (3@150)	450
GLO-BUS Quizzes	40
Participation	100
Current Events Talk	50
GLO-BUS Performance	125
GLO-BUS Presentation	125
MFT Practice Quiz	50
MFT	100
Total Points	1310

Table 2: Grading System

Grade	Points
A	1179 or greater
B	1048 to 1178
C	917 to 1047
D	786 to 916
F	Less than 785

Bonuses: There are two ways to earn bonus points: MFT score and the Passport. Students scoring in the top 10% (based on global scores) on the MFT receive a 25 point bonus. Students may also participate in Passport events. The Passport has the event information and points available for each event. Students who wish to earn Passport bonuses but whose work/class schedule conflicts with the event may write a 200 – 250 word analysis (not summary – analysis) of an article in the business press that illustrates a topic discussed in the course. Submit this analysis (typed, single-spaced) via D2L and append a copy of the article in the uploaded file. The analysis must be turned in not later than 10 days after the Passport event

Semester grades are reported through normal University channels with no exceptions.

Course Content and Outline:

1. Strategy Analysis
 - A. What is strategy
 - B. External analysis
 - C. Internal analysis
2. Strategy Decisions
 - A. Business strategies.
 - B. Competitive dynamics
 - C. Corporate strategies (plus M&A and alliances)
3. Strategy Actions
 - A. Corporate governance
 - B. Organizational structure
 - C. Strategic leadership
 - D. Strategic entrepreneurship

Academic Integrity:

With regard to academic honesty, students are referred to the “Student Honor Creed” in the undergraduate catalog. I take academic dishonesty (cheating, collusion, and plagiarism) seriously and investigate if I suspect a problem. **Please understand that integrity is very important to me. Cutting and pasting text from the internet without citing the source and setting off the “pasted text” in a form that identifies it appropriately constitutes plagiarism.** My rule of thumb is that if you are using three or more words in a row from a source, it needs to be identified as a direct quote and cited. Copying material from the web and changing every few words also constitutes plagiarism. The same is true for oral assignments. Use your words and your original thoughts, not the words and thoughts of some source.

Americans with Disabilities Act:

If a student has an established disability as defined by the Americans with Disabilities Act and would like to request accommodation, that student should please contact me as soon as possible (not later than the sixth class meeting). Any student requesting accommodations should first contact Disability Support Services at 940-397-4140 in room 168 Clark Student Center to document and coordinate reasonable accommodations if you have not already done so.

Syllabus Change Policy:

This syllabus is a guide for the course—not a “contract”—and is subject to change. Syllabus changes are communicated via D2L and/or in class. I’ll provide a minimum of 48 hours’ notice before the relevant change takes place if at all possible.

Additional Information:

Written Assignments: All written assignments are to be **single-spaced**, have one inch margins, use an 11 or 12-point font (specific font must present a business appearance and be similar in “size” to Times New Roman or Arial) and be uploaded to D2L in a **MS Word or PDF file format** (not Pages!).

Assignments: Assignments are due at the specified due date/time. There is no grace period for the quizzes and simulation decisions—the computer automatically processes the work at assigned time. By definition, professionals are not late with their work.

Words of Wisdom / General Policies: Perhaps the most important thing you can understand about me is that I am deeply interested in your success, both in the course and beyond. I am convinced this course can set the stage for your future success. Therefore, I significantly invest in this course and hope you'll do the same. Just as in the “real world,” I try to run my course in a positive yet professional and business-like manner. Here are some key points for professional behavior:

- The assignments you hand in should reflect your professionalism
- Class time is like a business meeting:
 - Be on time!
 - Laptops and smart phones are for course use during class—not surfing, emailing, texting, or networking. Incidentally, lots of studies show note taking by computer is not as effective as note taking by hand.
- I can be very flexible and cooperative when you raise an issue with me before a class or due date. Notifications after the fact are usually indicative of unprofessionalism
- All communications must reflect respect for all parties.
- Integrity is the bedrock for successful business relationships. True in the course too!

Professionalism:

The faculty, staff, and students of the Dillard College of Business Administration are committed to being a “professional” in our words, conduct, and actions. The qualities of a professional include:

- A commitment to the development of specialized knowledge
- Competency in analytical, oral and written communication skills
- Self-discipline
- Reliability
- Honesty and integrity
- Trustworthiness
- Timeliness
- Accountability for words and actions
- Respect for others and other cultures
- Politeness and good manners
- A professional image (professionals look professional)
- An awareness of their environment and adaptability to different settings
- Confidence without arrogance
- A commitment to giving back to your community

Course Flow

Please keep this syllabus as a reference! Students are responsible for all information contained in the syllabus and for any changes to the syllabus, which are announced in class or on D2L. I typically adhere closely to the original syllabus in my classes.

Course Schedule

Table 3: The below table has the class date, major topic and activity for each date, the associated readings, as well as the assigned projects and quizzes

Date	Major Topic or Activity	Reading	Due
1/22	Welcome and Course Intro	Syllabus	
1/27	What is Strategy?	Ch 1	OQ1, Short Bio
1/29	What is happening outside my organization?	Ch 2	OQ2
2/3	What is happening inside my organization?	Ch 3	OQ3, GB Teams
2/5	Who am I and how am I going to compete?	Ch 4	OQ4
2/10	Exam 1	Ch 1-4	
2/12	Glo-Bus Practice Round 1	Manual	GB Q1, PR1
2/17	Your company is not alone!	Ch 5	OQ5
2/19	Glo-bus Practice Round 2	Manual	PR2 GB Quiz 1
2/24	How and why do businesses expand? Deadline to File for Graduation	Ch 6	OQ6
2/26	Glo-bus Round 1 (Year 6)		R1
3/2	Why are companies bought and merged?	Ch 7	OQ7
3/4	Glo-bus Round 2 (Year 7)		R2
3/9	Why stray beyond my borders?	Ch 8	OQ8
3/11	Glo-bus Round 3 (Year 8)		R3
3/23	Why do companies cooperate with each other?	Ch 9	OQ9
3/25	Exam 2 / Glo-bus Round 4 (Year 9)	Ch 5-9	R4
3/30	Who controls companies and how do they exert that control?	Ch 10	OQ10
4/1	Glo-bus Round 5 (Year 10)		R5
4/6	How do big and / or growing companies organize?	Ch 11	OQ11
4/8	Glo-bus Round 6 (Year 11)		R6 GB Quiz 2
4/13	What do strategic leaders do?	Ch 12	OQ12
4/15	Glo-bus Round 7 (Year 12)		R7
4/20	How and why do big companies innovate?	Ch 13	OQ13
4/22	MFT Practice Quiz / Glo-bus Round 8 (Year 13)		R8
4/27	Exam 3 / MFT Review	Ch 10-13	
4/29	MFT– class begins at 7:15 am		
5/4	Presentations (Priddy Conference Room)		Passports
5/6	Presentations (Priddy Conference Room)		Glo-bus evals
5/13	Final Exam (8 - 10 am)		A Great Life!

OQ=Online Quiz

GB = Glo-bus

PR=Practice Round

R=Round