



# Dillard College of Business Administration

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Syllabus: Graduate Seminar in Business Policy  
MGMT 6883 X10  
Fall Semester 2024

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## Contact Information

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## Course Materials

*Wall Street Journal* Subscription: (\$4 per month for the digital edition under student special) and/or *Bloomberg BusinessWeek* (\$9.99 per month for student digital edition)

Supplemental readings are posted to D2L

Though not required, you may wish to purchase an older edition of a strategy textbook to refresh and inform yourself of the basic concepts. Three excellent choices would be Dess, G.G., Lumpkin, G.T., Eisner, A.B., & McNamara, G. *Strategic Management*; Hitt, MA, Ireland, RD & Hoskisson, RE *Strategic Management: Competitiveness & Globalization*, or Barney, J. and Hesterly, W, *Strategic Management and Competitive Advantage*. Buy a version 5-10 years old for under \$20.

## Course Description

Analytical study of business decision-making, the creation of business strategy, and the creation of sound business objectives and policies. Takes an integrated or interdisciplinary approach to the role of the organizational executive.

## Course Prerequisite(s)

Consent of Graduate Coordinator. Should be taken in student's last semester.

## Learning Goals

### I. General Learning Goals:

- Our students will integrate knowledge across business disciplines. The course highlights the various levels of integration and strategic partnerships used by most firms.
- Our students will produce creative responses to business situations. The course requires students to synthesize and analyze information weekly, which leads to creative solutions.

- Our students will communicate at a professional level. Students practice their oral communication skills through the weekly discussions.

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

- II. 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 face when running and setting the future directions for the firm.
  - Understand how to use data to make effective decisions and evaluate the impact of those decisions.
  - Develop the ability to think strategically

### Course Policies

**Attendance Policy:** This is an asynchronous online class, so course attendance is not required. The course is fast-paced, however, and requires a biweekly conference with the instructor.

### Other Related Policies

### Grading and Evaluation:

**Weekly conferences:** You'll meet biweekly with the professor to discuss the assigned topics for that module. Your course grade will be based on your performance during those sessions and any assigned follow-up homework assignments.

Table 1: Points allocated to each assignment

Element	Points
Biweekly discussions (4 @ 100 points each)	400
Total Points	400

Table 2: Grading System

Grade	Points
A	360 or greater
B	320 to 359
C	280 to 319
D	240 to 279
F	Less than 240

Semester grades will be reported through normal University channels with no exceptions.

### Grading Policies:

I intend to motivate and educate you toward excellence. My comments usually focus on what was excellent about

your work rather than what was wrong. However, I will be quite clear on why a piece was unsatisfactory in the unlikely case that a weekly conference is less than satisfactory (C or less) work.

### Course Content and Outline:

1. Strategy Analysis
  - A. What is Strategy
  - B. External Analysis
  - C. Internal Analysis
2. Strategy Decisions
  - A. Business strategies
  - B. Corporate strategies
  - C. International strategies
3. Strategy Actions
  - A. Corporate Governance
  - B. Organizational Design
  - C. Strategic Leadership
  - D. Corporate Entrepreneurship

### Academic Integrity:

Concerning academic honesty, please refer to the “Student Honor Creed,” excerpts of which are shown below.

***“As an MSU Student, I pledge not to lie, cheat, steal, or help anyone else do so.”***

Thus, We, the Students of Midwestern State University, resolve to uphold the honor of the University by affirming our commitment to complete academic honesty. We resolve not only to be honest but also to hold our peers accountable for complete honesty in all university matters.

We consider it dishonest to ask for, give, or receive help in examinations or quizzes, to use any unauthorized material in examinations, or to present, as one's own, work or ideas which are not entirely one's own. We recognize that any instructor has the right to expect that all student work is honest, original work. We accept and acknowledge that responsibility for lying, cheating, stealing, plagiarism, and other forms of academic dishonesty fundamentally rests within each individual student.

I take academic dishonesty (cheating, collusion, and plagiarism) seriously and investigate when I have concerns. **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. Sharing information about the weekly discussions with me constitutes cheating. Expect significant sanctions for incidents of academic dishonesty.

We are in the early days of understanding what Generative AI (GAI) platforms mean for knowledge-based work and academic integrity. I do not oppose you using GAI in a “professionally smart” manner. What is not “professionally smart” is typing a prompt into the platform and then submitting the platform’s output as your answer. Using multiple prompts to investigate an issue more deeply and then editing the output so that the prose and diction are that of a professional would be “professionally smart.” **Document any use of GAI.**

### Americans with Disabilities Act:

If a student has an established disability as defined by the Americans with Disabilities Act and would like to request an accommodation, that student should please contact me as soon as possible. Any student requesting accommodations should also contact Disability Support Services 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 will be communicated via D2L and/or email. I'll provide a minimum of 48 hours' notice before the relevant change takes place if possible.

## Additional Information:

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

Assignments: Assignments are due at the specified due date/time. By definition, professionals are not late with their work.

Words of Wisdom / General Policies: Perhaps the most important thing you can understand 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 the course in a supportive yet professional and business-like manner. Here are some key points for professional behavior:

- The assignments you hand in should reflect your professionalism
- I can be very flexible and cooperative when you raise an issue before a 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 this course.

## Course Schedule

Table 3: The below table has the major topics and activities for each week.

<b>Weeks of:</b>	<b>Major Topic or Activity</b>	<b>Discussion Meetings</b>
8/26 – 9/6	1) Course intro and what is strategy? 2) How do firms analyze the situation outside their firm? 3) How do firms turn resources into capabilities?	9/4-9/6
9/9 – 9/20	1) How does a company attract customers and compete? 2) Corporate strategies, to include M&As.	9/18-9/20
9/23 – 10/4	1) Turnarounds and Alliances. 2) Globalization. 3) Corporate Governance.	10/2-10/4
10/7 – 10/18	1) How do companies remain innovative? 2) How do influential strategic leaders perform their craft?	10/16 – 10/18