



# Chipola College

## COURSE SYLLABUS

### COURSE TITLE:

Strategic Management

### COURSE NUMBER:

MAN 4720

### COURSE DESCRIPTION:

This course is designed to integrate prior business courses through study and discussion of real organizational situations, including ethical and global issues, the influence of the external environment and the effect of demographic diversity on organizations. 3 semester hours credit.

### PREREQUISITES:

Corequisite: MAN 4900 or ACG 4900. Must be taken the graduating semester.

### REQUIRED TEXTBOOKS:

*Essentials of Strategic Management*, 2009, Gamble, John E. and Arthur A. Thompson, Jr., McGraw-Hill, ISBN-13: 978-0-07-353030-7.

### GRADING POLICIES:

The standing of a student in each course is expressed by one of the following letters and corresponding grading system:

- A – 100 – 93
- B – 92 – 83
- C – 82 – 70
- D – 69 – 60
- F – 59 or less

### See your First Day Handout for individual instructor practices.

The Chipola Catalog provides specific information regarding other outcomes from the grading system. A student's Grade Point Average is derived from the grading system/quality point scale.

### COURSE OBJECTIVES/STUDENT LEARNING OUTCOMES:

#### MAJOR LEARNING OUTCOMES

Upon completion of the Strategic Management course, BAS students should be prepared to:

1. Address a specific community need and define this need in terms of the public trust and responsibility of an organization.
2. Research historical data on a problem.
3. Evaluate progress towards goals.
4. Identify champions/stakeholders.
5. Identify funding sources.
6. Analyze an organization's external and internal environments.
7. Develop a strategic plan and strategy implementation process for a business organization.

8. Evaluate complex situations, identify key issues, make a decision concerning the issues, and defend each decision that is made.
9. Evaluate the development and implementation of a comprehensive strategic plan for an organization through the use of cases.
10. Demonstrate ability to communicate a professional (*affective*) presentation and project paper by integrating concepts (*cognitive*) from course(s).
11. Integrate concepts from other Bachelor of Applied Science courses.

## Contact Information:

Instructor: Tom Kish  
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Phone: 850-272-0588  
Institution: Chipola College  
Department: Business Management

## Participation:

### WILL BE REVISED

One of the most valuable aspects of formal education is the sharing of thoughts, experiences and information. To accomplish this online, there will be scheduled times on the “Schedule” for **CHAT ROOM** participation. You are strongly encouraged to participate. In addition, once a week there will discussion question relating to that weeks lesson posted on the **DISCUSSION** section of D2L. Students will post a response to the question by Tuesday of that week and then post comments to at least two responses from other students by Friday. You are encouraged to read current articles in newspapers and magazines to share with the class.

#### Chat Room and Discussion Room Etiquette

1. Do not attack another person’s character
2. Every opinion is valuable
3. There may not be a right answer, just on that is better than another.

## Assignments / Homework

Please complete the assigned problems and discussion questions shown on the class schedule. Submit you completed assignment to the **DROPBOX** in D2L. Assignments may also be turned in via handwriting or typed at 5:30 the night of class described below. My goal is to grade assignments within four days following the assignment due date. Problems / Discussions missed may become discussion topics in the **DISCUSSION** section.

## Important dates and times

All of the ASSIGNMENTS will be due on the date below by 5:30:00 pm.

All of the CHATS will take place on the date and TIME below ONLY.

All of the QUIZZES will be due on the date below by 5:30 pm.

## Grading:

The grading criteria are broken down as follows:

Homework – 20 points each – 25%

Quizzes – 15 points each – 30%

Exam 1 – 100 Points – 15%

Exam 2 – 100 Points – 15%

Final Exam – 120 Points – 5%

Participation – 3 points each day – 10%

## SCHEDULE

Week	Class Day	Day	Topic / Text/Homework/Quiz/Exam
1	14-May	Thursday, May 14, 2009	Orientation- Read Chapter 1 and 2
2	18-May	Monday, May 18, 2009	Homework 1 due, Review Ch 1 and 2 - At Home
3	21-May	Thursday, May 21, 2009	Review Homework 1, Quiz 1, Read Chapter 3 & 4
4	28-May	Thursday, May 28, 2009	Homework 2 due, Read Chapter 5
5	1-Jun	Monday, June 01, 2009	Homework 3 due, Review Ch 5
6	4-Jun	Thursday, June 04, 2009	Review Homework 3, Quiz 2, Read Chapter 6
7	8-Jun	Monday, June 08, 2009	Homework 4 due, Review Ch 6
8	11-Jun	Thursday, June 11, 2009	Review Homework 4 Quiz 3, Review Ch 1-6
9	15-Jun	Monday, June 15, 2009	Exam 1 - Read Ch 7
10	18-Jun	Thursday, June 18, 2009	Review Ch. 7
11	22-Jun	Monday, June 22, 2009	Homework 5 due, Review Ch 7
12	25-Jun	Thursday, June 25, 2009	Review Homework 5, Quiz 4, Read Ch 8
13	29-Jun	Monday, June 29, 2009	Homework 6 due, Review Ch 8
14	2-Jul	Thursday, July 02, 2009	Review Homework 6, Quiz 5, Read Ch 9
15	9-Jul	Thursday, July 09, 2009	Homework 7 due, Review Ch 9
16	13-Jul	Monday, July 13, 2009	Review Homework 7, Quiz 6, Review Ch 1-9
17	16-Jul	Thursday, July 16, 2009	Exam 2
18	20-Jul	Monday, July 20, 2009	Introduce Simulation course
19	23-Jul	Thursday, July 23, 2009	TBD
20	27-Jul	Monday, July 27, 2009	TBD
21	30-Jul	Thursday, July 30, 2009	TBD
22	3-Aug	Monday, August 03, 2009	TBD
23	6-Aug	Thursday, August 06, 2009	TBD
24	10-Aug	Monday, August 10, 2009	Final Exam

The class Schedule is tentative and subject to change. Any changes will be provided to the class.

### **NON-HARASSMENT, HOSTILE WORK/CLASS ENVIRONMENT:**

Chipola College expects students to treat fellow students, their instructors, other Chipola faculty, and staff as adults and with respect. No form of “hostile environment” or “harassment” will be tolerated by any student or employee.

### **AMERICANS WITH DISABILITY ACT (ADA):**

Students with disabilities are requested to voluntarily contact Ms. Gayle Duncan in the Office of Students with Disabilities, which is located in A106, to complete the intake process and determine their eligibility for reasonable accommodations. Any student whose disabilities fall within ADA guidelines must inform me at the beginning of the term of any special needs or equipment necessary to accomplish the requirements for this course. Students must also provide written proof of their disability to the instructor.

### **HONESTY AND PLAGIARISM:**

The awarding of a college degree attests that an individual has demonstrated mastery of a significant body of knowledge and skills of substantive value to society. Any type of dishonesty in securing those credentials therefore invites serious sanctions, up to and including suspension and expulsion (see Academic Honor Code in the Handbook). Examples of dishonesty include actual or attempted cheating, plagiarism\*, or knowingly furnishing false information to any college/university employee.

\*Plagiarism is defined as submitting anything for credit in one course that has already been submitted for credit in another course, or copying any part of someone else’s intellectual work – their ideas and/or words – published or unpublished, including that of other students, and portraying it as one’s own. Proper quoting, using strict APA formatting, is required, as described by the instructor.

- Students must properly cite any quoted material. A term paper, business plan, term project, case analysis, or assignment may have **no more than 20% of its content quoted** from another source.
- I intend to utilize **plagiarism-detection software**, through which *all* written student assignments are/may be processed for comparison with material published in traditional sources (books, journals, magazines), on the internet (to include essays for sale), and papers turned in by students in the same *and* other classes in this *and all previous terms*. The penalty for plagiarism may range from zero credit on the assignment, to zero in the course, to expulsion from the university with appropriate notation in the student’s permanent file.

### **LIBRARY SUPPORT:**

The library here at Chipola provides access to materials and services that support the academic programs. You are encouraged to utilize the resources in the library to complete assignments and for study purposes.

### **FACULTY EVALUATION:**

Sometime during the term, students will be required to fill out a course evaluation form. These evaluations are completely anonymous but are used to help improve delivery of the course materials.