

MNGT 4800: STRATEGIC MANAGEMENT *
Fall 2014
Section 013
Meets in Lowder Hall 126

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COURSE DESCRIPTION:

This course covers objectives, strategy, and policies pertaining to a total organization. It addresses problem-solving and the relationships between the functional areas of an organization.

COURSE OBJECTIVES:

1. Provide an opportunity to integrate knowledge and skills acquired in earlier classes. This is the Harbert College of Business' "capstone" course, so it requires students to integrate that which they have learned from various functional-level courses such as accounting, finance, operations, and marketing.
2. Learn how managers make resource deployment decisions for the long-term survival and prosperity of an organization.
3. Provide an understanding of the concepts and theories of strategic management. Understand and explain why some organizations outperform others.
4. Enhance creative and critical thinking in decision processes affecting strategic analysis, strategy development, and implementation.

PREREQUISITES:

Completion of FINC 3610, MNGT 3100, and MKT 3310.

REQUIRED TEXTS:

Ketchen, D. and Short, J. 2011. *Mastering Strategic Management*. You can purchase a hard copy book <https://students.flatworldknowledge.com/course/book/684011> . You can download a PDF for free at <http://tinyurl.com/krrx2ff> .

Registration in Capstone Business Simulation at www.capsim.com. If you do not register, you will receive a zero on all simulation-related assignments. You will need a CAPSIM ID to register:

If your last name starts with A to Mc, sign up for CAPSIM Industry C65976

If your last name starts with Mo to Z, sign up for CAPSIM Industry C65977

* This syllabus is subject to revision

GRADING AND EVALUATION PROCEDURES:

Final grades will be determined on the following basis:

A = 90% or better

B = 80 – 89.9%

C = 70 – 79.9%

D = 60 – 69.9%

F = 59.9% or less

Grade Components:

The grading is structured as follows:

First Exam	30 points
Second Exam	35 points
Simulation Performance	15 points
Simulation Presentation and Paper	10 points
Class Participation	10 points

	100 points possible

Exams. The exams will be primarily multiple-choice. You will be tested on material presented in class and on material in the text that is not specifically addressed in class. You will need to purchase scantron sheets for both exams. If you miss an exam due to valid Tiger Cub reasons, it is imperative that you notify me prior to the scheduled exam time if at all possible. Also, please be aware that make-up exams may include essay questions.

Simulation Performance: This aspect of your grade will be earned on a group basis. You will compete with other groups in the class. The simulation calculates your score relative to other groups (i.e., firms in the simulation). There are five groups in each of two industries that compete against one another. At the end of the semester, your group will be ranked from 5 (best) down to 1 (worst). Ranking is based on how well you “managed” your “firm” in the simulation. Your grade for the simulation performance aspect of the grade will be your rank plus 10 points. So, the best team will receive $(10 + 5 =) 15$ points and the lowest ranked team will receive $(10 + 1 =) 11$ points. Collusion between teams or consulting from anyone outside the team other than the teaching assistant and professor is strictly prohibited!

Simulation Presentation: This aspect of your grade will be earned on a group basis. Each team will create an oral and written report of the experience with the simulation. These will be presented in class. Instructions for these presentations will be provided later in the semester.

Class Participation:

Participating in class is important to achieving the learning goals of the course. The calculation of this portion of your grade will be discussed in class.

***** Please put your phone in silent mode and do not text during class *****

TENTATIVE COURSE SCHEDULE (Subject to change):

<u>Mon.</u>	<u>Activity</u>	<u>Wed.</u>	<u>Activity</u>
8/18	Course Intro	8/20	Chapter 1
8/25	Simulation Intro and Teams	8/27	Chapter 5
9/1	Labor Day – No class	9/3	Practice Round 1 decisions
9/8	Decisions Review	9/10	Practice Round 2 decisions
9/15	Chapter 2	9/17	Round 1 decisions
9/22	Chapter 3	9/24	Round 2 decisions
9/29	Chapter 4	10/1	Round 3 decisions
10/6	First Exam	10/8	Round 4 decisions
10/13	Chapter 6	10/15	Round 5 decisions
10/20	TBD	10/22	Chapter 7
10/27	Chapter 8	10/29	Round 6 decisions
11/3	TBD	11/5	Round 7 decisions
11/10	Chapter 9	11/12	Round 8 decisions
11/17	Chapter 10	11/19	Second Exam
11/24	Thanksgiving Break – No class	11/26	Thanksgiving Break – No class
12/1	Simulation Presentations	12/3	Simulation Presentations

Key Due Dates for Simulation

8/29	Simulation Tutorial Complete
9/4	Practice Round 1 decisions uploaded to CAPSIM web site by 5pm
9/11	Practice Round 2 decisions uploaded to CAPSIM web site by 5pm
9/18	Round 1 decisions uploaded to CAPSIM web site by 5pm
9/25	Round 2 decisions uploaded to CAPSIM web site by 5pm
10/2	Round 3 decisions uploaded to CAPSIM web site by 5pm
10/9	Round 4 decisions uploaded to CAPSIM web site by 5pm
10/16	Round 5 decisions uploaded to CAPSIM web site by 5pm
10/30	Round 6 decisions uploaded to CAPSIM web site by 5pm
11/6	Round 7 decisions uploaded to CAPSIM web site by 5pm
11/13	Round 8 decisions uploaded to CAPSIM web site by 5pm

Missed Exam Make-Up Policy:

Students who miss an exam will receive a zero, unless one of the following conditions has been met:

- A. The absence was approved in advance by the instructor. This will only occur in rare situations involving required participation in official University events or extenuating circumstances. In the event of illness, the excuse must be signed by a physician or nurse (not a receptionist).

- B. The absence was due to a legitimate emergency for which it was not possible to obtain advanced approval. In this situation, the student must contact the instructor as soon as possible and provide documentary evidence both that the emergency was legitimate and that advanced approval was not possible.

Students who miss a major test and have satisfied one of the above conditions will be allowed the opportunity for a make-up test.

SPECIAL ACCOMMODATIONS FOR STUDENTS WITH DISABILITIES:

Students who need special accommodations should make an appointment to discuss the Accommodations Memo with me during my office hours as soon as possible. If scheduled office hours conflict with classes, please arrange an alternate appointment time. If you do not have an Accommodations Memo, but need special accommodations, please contact The Program for Students with Disabilities, 1244 Haley Center, 334.844.5943.

ACADEMIC HONESTY:

All portions of the Auburn University Honesty Code (Title XII) found in the Tiger Cub (<http://www.auburn.edu/tigercub/>) apply to this class.

STATEMENT REGARDING EMAIL AND BLACKBOARD AS OFFICIAL MEANS OF COMMUNICATION: Email is the university approved form of communication. It is the student's responsibility to frequently check his/her Auburn email account.