

**MNGT 4800 SYLLABUS
(Spring 2014)**

Course: MNGT 4800
Title: Strategic Management
Sections: 007 & 008
Office: LBB 217

Instructor: Donovan Collier
Phone: (334) 844 - 6461
Email: dyc0001@auburn.edu
Office Hours: Tuesday 1:00 p.m. – 3:00 p.m.

Meeting Times:

Lecture (LBB 14): Monday / Wednesday 2:00 p.m. – 2:50 p.m.

Lab (LBB 21): Friday 10:00 a.m. – 10:50 a.m. (Section 007)
Friday 11:00 a.m. – 11:50 a.m. (Section 008)

Required text & Materials: *Strategic Management: Concepts and Cases, 1st Edition*
Frank T. Rothaermel
McGraw-Hill

Capstone Business Simulation

(Anyone not registered receives a grade of zero on simulation-related assignments)

COURSE DESCRIPTION

This course provides an opportunity to develop a foundational understanding with regard to:

- Organizational strategy development and implementation
- Policy formulation related to managing a total organization
- Relationships among the various functional areas of an organization

COURSE OBJECTIVES

- Gain experience integrating the knowledge and skills acquired throughout the student's academic career*
- Develop an understanding of fundamental strategic management concepts and theories
- Successfully apply strategic management concepts in a simulated industry environment
- Enhance critical thinking and decision-making skills
- Enhance writing and presentation skills

*This course is the *capstone* course for Auburn University's College of Business and requires application of knowledge from various functional areas (e.g. marketing, finance, accounting, etc.)

PREREQUISITES

- Undergraduate level **MKTG 3310** Minimum Grade of D
- Undergraduate level **MNGT 3100** Minimum Grade of D
- Undergraduate level **FINC 3610** Minimum Grade of D

MODE OF INSTRUCTION

An effort has been made for this course to be interactive in the sense that students engage with the material, each other, as well as the instructor and thereby approach the subject of strategic management from several different directions. In addition to assigned readings and lecture, this course incorporates experiential learning (via the simulation), case analysis and discussion, and student presentations.

EXAMS

Exams will consist of 20 multiple choice questions worth ½ point each and 1 short answer/essay question worth 5 points. The exam questions will be taken from the assigned readings, lecture, and case discussions. Students will be given 50 minutes to complete the exam.

Missed Exams & Make-up Exams:

Any student that misses an exam without giving the instructor **PRIOR** notification and fails to provide documentation of a valid Tiger Cub excuse will receive a score of zero for the missed exam. Make-up exams will only be permitted for students with documentation of a valid Tiger Cub excuse AND have either notified the instructor in advance of the absence OR have documented evidence of an emergency that prevented the student from notifying the instructor in advance of the absence. No exceptions will be made to this policy under any circumstances. In the event that a make-up exam is permitted, the instructor reserves the right to administer a different exam from that which was taken by other members of the class.

Except in extreme circumstances, make-up exams must be taken during regular campus hours (7:45 a.m. – 4:45 p.m.) within 5 weekdays of the missed exam. If the make-up exam has not been taken within 5 weekdays of the missed exam, the student will receive a score of zero for the exam.

SIMULATION PERFORMANCE, REPORT, & PRESENTATION

The simulation performance, report, and presentation will be assessed on a group basis. Points will be partially determined by final rankings as of year 8. The scoring will be as follows:

1 st place = 10.0 pts	4 th place = 8.0 pts
2 nd place = 9.0 pts	5 th place = 7.5 pts
3 rd place = 8.5 pts	6 th place = 7.0 pts

The presentation and accompanying report will include information about the past 8 years of operation, mistakes made, lessons learned, corrective measures, and future prospectus. More detailed information will be provided during lecture & lab.

CLASS ATTENDANCE & PARTICIPATION

To be successful in this course, students must do more than simply be present; students must also be engaged. Being active in class discussions, asking questions, and raising relevant examples from your own experience are all excellent ways to engage in the learning process. As a more objective way to assess the level of engagement, students are required to submit **ONE** “takeaway” each week. Each week’s “takeaway” must be submitted by **Friday at 5:00 p.m.** More detailed information will be provided during lecture.

The score for this component of the grade will be calculated as follows:

$$\frac{\frac{\text{Days present}}{42} + \frac{\text{Meaningful "takeaways"}}{15}}{2} \times 10 \text{ pts}$$

CASE PRESENTATION & DISCUSSION PROCEDURE

1. All students should seek to take an active role in the case discussion
2. Presenting group should:
 - Submit a well-worded, 2-page (no more), single-spaced, 11-point font, fully-justified, type-written summary of the case summarizing the context while also highlighting key issues and core problems. This should include brief explanations of why each key issue is important (**Due at beginning of presentation**).
 - Deliver a 10 – 15 minute presentation summarizing and preliminarily analyzing the case.
 - Facilitate 10 minutes of discussion that centers on developing recommendations to address critical issues.

PEER EVALUATIONS

Cooperative and contributive group participation is expected of all students. Students will be evaluated by their peers at the end of the semester and the following scores will be awarded accordingly.

Average Peer Evaluation Score	Points
4.5 or greater	5
3.0 – 4.4	2
1.0 – 2.9	1
Less than 1.0	0
<i>Any student that fails to complete peer evaluations for ALL other group members will receive a score of zero</i>	

COURSE EVALUATION & GRADING

Item	Points
Exam 1	15
Exam 2	15
Simulation Performance*	10
Simulation Performance Report*	10
Simulation Performance Presentation*	10
Attendance & Participation	10
Case Presentation I*	10
Case Presentation II*	10
Peer evaluations	5
Simulation Tutorials	5
TOTAL	100

Grading Scale

- A = 90 – 100 pts
B = 80 – 89.9 pts
C = 70 – 79.9 pts
D = 60 – 69.9 pts
F < 59.9 pts

ACADEMIC HONESTY

All portions of the Auburn University Honesty Code (Title XII) found in the Student Policy Handbook will apply in this class.

SPECIAL ACCOMODATIONS FOR STUDENTS WITH DISABILITIES

Students who need accommodations are asked to electronically submit their approved accommodations through AU Access and to arrange a meeting during office hours the first week of classes, or as soon as possible if accommodations are needed immediately. If you have a conflict with my office hours, an alternate time can be arranged. To set up this meeting, please contact me by e-mail. If you have not established accommodations through the Office of Accessibility, but need accommodations, make an appointment with the Office of Accessibility, 1228 Haley Center, 844-2096 (V/TT).

STATEMENT REGARDING EMAIL AS OFFICIAL MEANS OF COMMUNICATION

Email is the university-approved form of communication. It is the responsibility of the student to make sure they receive email at their Tigermail account and that it is checked regularly and often.

ADDITIONAL INFORMATION

*Simulation rounds will process on Monday evening at 11:00 p.m.

*This syllabus should be considered tentative. The instructor reserves the right to alter this syllabus at any time. Changes are at the discretion of the instructor.

TENTATIVE CLASS SCHEDULE

<i>Date</i>	<i>Day</i>	<i>Material</i>
1 – 08 – 2014	W	Introduction to MNGT 4800
1 – 10 – 2014	F	<i>Lab:</i> CAPSIM Business Simulation Introduction & Registration
1 – 13 – 2014	M	Chapter 1
1 – 15 – 2014	W	Introduction to Case Analysis
1 – 17 – 2014	F	<i>Lab:</i> Capsim Business Simulation Tutorials
1 – 20 – 2014	M	NO CLASS
1 – 22 – 2014	W	Case Presentation 1.1
1 – 24 – 2014	F	<i>Lab:</i> Ends & Means; Practice Round 1 Decisions
1 – 27 – 2014	M	Chapter 5
1 – 29 – 2014	W	Case Presentation 1.2
1 – 31 – 2014	F	<i>Lab:</i> Troubleshooting & Course Correction; Practice Round 2 Decisions
2 – 03 – 2014	M	Chapter 2
2 – 05 – 2014	W	Case Presentation 1.3
2 – 07 – 2014	F	<i>Lab:</i> Trend Analysis; Practice Round 3 Decisions
2 – 10 – 2014	M	Chapter 3
2 – 12 – 2014	W	Case Presentation 1.4
2 – 14 – 2014	F	<i>Lab:</i> Review of Practice Rounds; Year 1 Decisions
2 – 17 – 2014	M	Chapter 4
2 – 19 – 2014	W	Case Presentation 1.5
2 – 21 – 2014	F	<i>Lab:</i> Year 2 Decisions
2 – 24 – 2014	M	Chapter 6
2 – 26 – 2014	W	Case Presentation 1.6
2 – 28 – 2014	F	<i>Lab:</i> Year 3 Decisions
3 – 03 – 2014	M	EXAM I
3 – 05 – 2014	W	Review Exam I
3 – 07 – 2014	F	<i>Lab:</i> Year 4 Decisions
3 – 10 – 2014	M	SPRING BREAK
3 – 12 – 2014	W	SPRING BREAK
3 – 14 – 2014	F	SPRING BREAK
3 – 17 – 2014	M	Chapter 7
3 – 19 – 2014	W	Case Presentation 2.1
3 – 21 – 2014	F	<i>Lab:</i> Year 5 Decisions
3 – 24 – 2014	M	Chapters 8
3 – 26 – 2014	W	Case Presentation 2.2
3 – 28 – 2014	F	<i>Lab:</i> Year 6 Decisions
3 – 31 – 2014	M	Chapter 9
4 – 02 – 2014	W	Case Presentation 2.3
4 – 04 – 2014	F	<i>Lab:</i> Year 7 Decisions
4 – 07 – 2014	M	Chapter 10
4 – 09 – 2014	W	Case Presentation 2.4
4 – 11 – 2014	F	<i>Lab:</i> Year 8 Decisions
4 – 14 – 2014	M	Chapter 12
4 – 16 – 2014	W	Case Presentation 2.5
4 – 18 – 2014	F	<i>Lab:</i> Review Years 1 - 8
4 – 21 – 2014	M	EXAM II
4 – 23 – 2014	W	Case Presentation 2.6
4 – 25 – 2014	F	<i>Office Hours during normal Lab meeting time</i>
5 – 01 – 2014	R	FINAL EXAM (PRESENTATIONS): 4:00 p.m. – 6:30 p.m.

ASSIGNMENT DUE DATES

<i>Due Date</i>	<i>Assignment</i>
Monday, January 20, 2014	CAPSIM tutorials complete (11:00 p.m.)
Wednesday, January 22, 2014	Case Presentation 1.1
Monday, January 27, 2014	Practice round 1 decisions finalized (11:00 p.m.)
Wednesday, January 29, 2014	Case Presentation 1.2
Monday, February 3, 2014	Practice round 2 decisions finalized (11:00 p.m.)
Wednesday, February 5, 2014	Case Presentation 1.3
Monday, February 10, 2014	Practice round 3 decisions finalized (11:00 p.m.)
Wednesday, February 12, 2014	Case Presentation 1.4
Monday, February 17, 2014	Year 1 decisions finalized (11:00 p.m.)
Wednesday, February 19, 2014	Case Presentation 1.5
Monday, February 24, 2014	Year 2 decisions finalized (11:00 p.m.)
Wednesday, February 26, 2014	Case Presentation 1.6
Monday, March 3, 2014	Year 3 decisions finalized (11:00 p.m.)
Monday, March 10, 2014	Year 4 decisions finalized (11:00 p.m.)
Wednesday, March 19, 2014	Case Presentation 2.1
Monday, March 24, 2014	Year 5 decisions finalized (11:00 p.m.)
Wednesday, March 26, 2014	Case Presentation 2.2
Monday, March 31, 2014	Year 6 decisions finalized (11:00 p.m.)
Wednesday, April 2, 2014	Case Presentation 2.3
Monday, April 7, 2014	Year 7 decisions finalized (11:00 p.m.)
Wednesday, April 9, 2014	Case Presentation 2.4
Monday, April 14, 2014	Year 8 decisions finalized (11:00 p.m.)
Wednesday, April 16, 2014	Case Presentation 2.5
Wednesday, April 23, 2014	Case Presentation 2.6
Friday, April 25, 2014	Performance reports due (3:00 p.m.)
Thursday, May 1, 2014	Oral presentations (4:00 p.m.)