



## DIVISION OF BUSINESS

### WAYLAND BAPTIST UNIVERSITY MISSION STATEMENT

Wayland Baptist University exists to educate students in an academically challenging, learning focused, and distinctively Christian environment for professional success, lifelong learning, and service to God and humankind.

**MGMT5412VC01 Strategic Management**  
Dates: May 27 to Aug 9, 2008  
Summer Term

<b>Instructor:</b>	<b>Dr. Terry Stimson</b>
<b>Office Phone:</b>	<b>(907) 250 1409</b>
<b>Home Phone:</b>	<b>(907) 279 7808</b>
<b>Email:</b>	<b>terry.stimson@wayland.wbu.edu</b>
<b>FAX:</b>	<b>(907) 258 3657</b>
<b>Class Hours:</b>	<b>online</b>
<b>Class Location:</b>	<b>online</b>

**DESCRIPTION:** An integrated course which addresses management decisions with respect to creating or maintaining market position, assimilation of all functional business areas focusing on the most significant managerial activities in support of the organization's mission, vision, and effectiveness. Student participation in simulations and/or case studies designed to emphasize comprehensive organizational analyses, policy and strategy development, with attention to critical management issues. The Major Field Examination will be administered in this course.

#### **ATTENDANCE POLICY:**

This class requires that the student be online three days out of seven, each week, for full credit.

#### **ACADEMIC HONEST:**

This class will adhere to zero tolerance for using someone else's work as your own.

#### **SERVICE FOR THE DISABLED:**

It is University policy that no otherwise qualified disabled person be excluded from participation in, be denied the benefits of, or be subject to discrimination under any educational program or activity in the University. Any student who requires special arrangements in order to meet course requirements should inform the instructor immediately.

**PREREQUISITE(s):** Completion of ALL M.A.M core courses.

**TEXTBOOK:**

BOOK	AUTHOR	ED	YEAR	PUBLISHER	ISBN#	REVIEW
Strategic Management : Competitiveness and Globalization : Concepts and Cases	Hitt, Ireland, Hoskisson	7th	2007	Thomson Learning	978-0-324-31694-0	Spring 08

**OUTCOME COMPETENCIES:**

1. Improved appreciation for strategic management and the operating challenges facing such administrators.
2. Determine student progress in acquiring the skills to accomplish outcomes.

**Course Goals:**

1. Convert the strategic vision and mission into measurable objectives and performance targets.
2. Craft a strategy to achieve the desired results.
3. Understand how to operationalize the chosen strategy efficiently and effectively.
4. Evaluate performance, review new developments, and suggest corrective adjustments in strategic planning.

**Course Content:**

Strategic planning infuses the company with a sense of purpose, provides long term direction, and establishes a clear mission to be accomplished. The organization's vision, mission, and philosophy effect the organizational culture. Strategic planning should create internal alignment for employees.

The strategy making and strategy implementing process consists of five interrelated managerial tasks:

1. Deciding what business the company will be in and forming a strategic vision of where the organization needs to be headed.
2. Converting the strategic vision and mission into measurable objectives and performance targets.

3. Crafting a strategy to achieve the desired results.
4. Implementing and executing the chosen strategy efficiently and effectively.
5. Evaluating performance, reviewing new developments, and initiating corrective adjustments in long term direction, objectives, strategy or implementation in light of actual experience, changing conditions, new ideas, and new opportunities.

**Course Activities/Requirements:**

1. Active class participation (must be online 3 out of 7 days each week)
2. Presentation of two case studies and facilitation of discussion.
3. Monthly Learning Summaries.
5. Final Strategic Planning Paper (10 pages) due the last day of the course.
6. Answer discussion questions each week prior to Wednesday.

**Assessment Process / Grading:**

Syllabus Quiz 4 points

Active class participation (10 points each week for 11 weeks) 110 points

Presentation of two case studies and facilitation of discussion (35 points each) 70 points

Monthly Learning Summaries (35 points each) Due June 22, July 20 and August 9 for a total of (105 points)

Answer Discussion Questions each week (10 points each week for 11 weeks) 110 points

Final Paper - Strategic Plan Process (due [August 2, 2008](#) via e-mail) 101 points

Grading Criteria: Letter grades from "A" to "F" will be used in this course. The grading criteria is listed below:

500 -400 A  
399 -300 B  
299 -200 C  
199- 100 D  
100- Fail

**STATEMENTS:** "This class will adhere to zero tolerance for using someone else's work as your own."

**“It is university policy that no otherwise qualified disabled person be excused from participation in, be denied the benefits of, or be subject to discrimination under any educational program or activity in the University. Students should inform the instructor of existing disabilities at the first class meeting”**

**“Students are responsible for reading, understanding, obeying, and respecting all academic policies, with added emphasis being placed upon academic progress policies, appearing in the Wayland Baptist University Academic Catalog applicable to their curriculum and/or program of study.”**

### **COURSE OUTLINE/CALENDAR:**

**Strategic management and competitiveness**

**The external environment**

**The internal environment**

**Business level strategy**

**Competitive rivalry**

**Corporate level strategy**

**Acquisition and restructuring strategies**

**International strategy**

**Cooperative strategy**

**Corporate governance**

**Organizational structure**

**Strategic leadership**

**Strategic entrepreneurship**

### **Teaching Methodology:**

**It is the goal of this instructor to deliver teaching in ways adults learn best. This class will include activities, individual case presentations, and weekly lectures.**

**The following is a list of my beliefs about the way in which adults learn.**

**1. Individuals learn best when they are personally involved in the learning process.**

**2. Knowledge has to be discovered by the learner if it is to mean anything to them or make a difference in their behavior.**

**3. Commitment to learning is highest when individuals are free to set their own learning goals and actively pursue them within a given framework.**