

SYLLABUS

1. Wayland Baptist University, Virtual Campus, School of Business
2. **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.
3. **Course:** BUAD 5412 – 01, Strategic Management
4. **Term:** Fall 2008
5. **Instructor:** Dr. Tod Outlaw
6. **Office Phone and email:** (808) 221-4920 outlawm001@hawaii.rr.com
7. **Office Hours, Building, and Location:** Virtual Office Hours – Will access e-mail 3X daily
8. **Class Meeting Time and Location:** Asynchronous online instruction on Blackboard
9. **Catalog 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.
10. **Prerequisites:** Completion of ALL M.B.A. core courses.
11. **Required Textbook and Resources:**

BOOK	AUTHOR	ED	YEAR	PUBLISHER	ISBN#	REVIEW
<u>Strategic Management; Concepts and Cases</u>	Hitt, Ireland, Hoskisson	8 th	2009	Cengage Learning	0-324-65559-2	Spring 09

12. **Optional Materials:** None

13. **Course Outcome Competencies:**

Upon completion of this course the student should have an improved appreciation for strategic management and the operating challenges facing such administrators.

14. **Attendance Requirements:** Attendance is very important to your success in this class. This “attendance” involves completion of assignments in a timely manner as well as timely participation in Discussion Board. Tests may be made up (with a penalty of 20% per day for lateness), and the paper will have a 20% penalty per day for lateness as well; but no other aspect of this course may be made up at a later date. Meeting deadlines is very important. In the event of a missed assignment or activity, it is the student’s responsibility to contact the instructor. Absences will affect your grade. Missing more than 25% of the assignments will result in a failing grade for the course.

15. Disability Statement: “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.”

16: Course Requirements and Grading Criteria:

Grading Criteria:

Participation in Discussion Board	60%
Paper	20%
Midterm	10%
Final	10%

Grading Scale:

100-90	A
89-80	B
79-70	C
69-60	D
Below 60	F

W=	Approved Withdrawal
WP=	Approved Withdrawal Passing
WF=	Withdrawal Failing
I=	Incomplete

Class Participation: Class participation is a very important part of education. This class requires active class participation.

Other Important Information:

- 1. Assignments are due on the deadlines given when the assignment is posted.**
- 2. Late assignments will not be accepted.**
- 3. Written work, including the term paper, is graded on the basis of content first, but also on the quality of grammar and punctuation.**
- 4. All written assignments should be 12-point type, double-spaced, and using APA Manuscript Writing Style.**
- 5. Questions concerning grades received should be resolved within one week after the assignment has been returned.**
- 6. Unless noted as a group assignment, all work should be original work of the individual student.**
- 7. Academic honesty is expected of all students. Plagiarism, cheating, and other acts that lack academic honesty may result in a zero on the particular assignment.**
- 8. Students will need to use the Internet to access some assignments.**
- 9. Always contact the professor if you need assistance.**

Article Presentations: In order to better understand and participate in the stages of the study of strategic management, students will be required to post examples of relevant articles on Blackboard. The required format for the articles will be provided on Blackboard.

Term Paper: Students will complete one research paper for this class. The paper should be a minimum of ten pages of content, excluding coversheet, abstract and references, and should utilize at least ten scholarly references. Papers must utilize APA format. Topics for papers must also be pre-approved by the professor.

17. Tentative Schedule: (Calendar, Topics, Assignments):

Before August 18	Post syllabus
August 18	Introduction Syllabus review Guidelines for scholarly articles Chapters 1-2
August 25	Assign one article concerning Porter's Five Forces Chapters 3-4
September 1	Assign one article concerning business plans Chapters 5-6
September 8	Assign one article concerning consumer relationships Chapter 7 Create outline of research paper
September 15	Outline of research paper due Mid-term exam
September 22	Assign one article concerning global businesses Chapters 8-9
September 29	Assign one article concerning professional management Chapters 10-11
October 6	Assign one article concerning small business financial performance Chapters 12-13 Cases will be assigned
October 13	Final exam Assign one article (topic to be announced) Cases
October 20	Term Paper Due by e-mail and on Safe Assignment Cases
October 27	Major Field Exam administered Cases

18. Additional information as desired by the faculty member.

STATEMENTS:

Professor reserves the right to alter this schedule as needed.

Please be sure to ask if you have questions or concerns during this course. Remember that, while you are a student, you are also teaching the class that which your education and experiences have taught you.

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

“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.”