

MGMT5303 – Management Policy

Summer II 2018 SESSION
Online

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ONLINE AVAILABILITY HOURS:

Via CHAT, EMAIL or MOBILE PHONE,
Tuesday, Thursday; 10:00 AM to 1:00 PM

GRADING: Grades will be determined as follows:

Discussions (5)	200 Points
Assignments (2)	200 Points
Final	100 Points
Total Points	500 Points

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1. ONLINE COURSE PROCEDURES: It will be your responsibility to check the **Blackboard website frequently**. You are also required to check your Sul Ross email account since all individual communication will be sent to that address.

YOU ARE REQUIRED TO DOWNLOAD AND USE THE MOZILLA INTERNET BROWSER from Firefox OR Chrome by Google. The Microsoft Internet Explorer in the later versions has recently caused a variety of problems when taking these online exams. Mozilla is available as a free download. Click on the Help and Resources tab when you first log onto the course and then click on Downloads, Utilities, etc. If you need help with this download, contact our OIT department immediately.

Each week, you should read the assigned chapters and check for any new material, new assignments or weekly discussion threads

2. **REQUIRED TEXTS:**

1. “*On Competition, Updated and Expanded*” by Michael E. Porter, Harvard Business Review Press, ISBN-13: 978-1422126967
2. “Business Strategy: A guide to effective decision-making” by The Economist and Jeremy Kourdi, The Economist; 3rd ed. Edition, ISBN-13: 978-1610394765
3. ” Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers” by Alexander Osterwalder and Yves Pigneur, 1st ed, John Wiley and Sons ISBN-13: 978-0470876411

3. OFFICIAL COMMUNICATION: All official communication by the University or me will be sent to your Sul Ross email account. As a result, you are required to activate your email account and check it from to time to time for personal communication. I encourage you to email me if you have questions or comments, BUT PLEASE include your full name and the course for which you have questions. Even if you submit your email through the Blackboard site, I cannot tell which course you are in nor what your real name is (i.e., egar123) unless you put it in the body of your email.

4. TECHNOLOGY HELP: Obtain your RGC email account name and password directly from the **Central Help Desk at 1-888-837-2882**. For most technology problems, first go to the Lobo Technology Assistance Center (LTAC). The quicklink to this site is available from our home page under the “My SRSU” tab. For specific help with any aspect of Blackboard, including problems with online exams, contact our Blackboard administrators in Alpine.

BLACKBOARD HELP: 432-837-8489

In addition you may visit with one of our on-campus technology resource personnel as follows:

Uvalde: Mr. George Hernandez phone: 830-279-3045
Email: ghernandez@sulross.edu

Del Rio: Creighton Nope III phone 830 703-4818

Eagle Pass: Mr. Juan Garza phone: 830-758-5010
Email: jgarza8@sulross.edu

I encourage you to email me if you have questions about any aspect of the course. Good luck and I look forward to “hearing” from you.

STUDENT LEARNING OUTCOMES:

1. Develop a general understanding of business strategy
Assessment: Written assignments, exams and class discussion.
2. Describe how the forces which shaped business competition
Assessment: Written assignments, exams and class discussion.
3. Demonstrate the ability to evaluate a business strategy.
Assessment: Written assignments, exams and class discussion.
4. Generate a business model which will provide an organization with sustained competitive advantage
Assessment: Written assignments, exams and class discussion.

ADA STATEMENT:

Sul Ross State University is committed to equal access in compliance with the Americans with Disabilities Act of 1973. It is the student's responsibility to initiate a request for accessibility services. Students seeking accessibility services must contact Kathy Biddick in Student Services, Room C-102, Uvalde campus. The mailing address is 2623 Garner Field Road, Rio Grande College-Sul Ross State University, Uvalde, Texas 78801. Telephone: 830-279-3003. E-mail: kbiddick@sulross.edu

DISTANCE EDUCATION STATEMENT

Students enrolled in distance education courses have equal access to the university's academic support services, such as Smarthinking, library resources, such as online databases, and instructional technology support. For more information about accessing these resources, visit the SRSU website. Students should correspond using Sul Ross email accounts and submit online assignments through Blackboard, which requires secure login information to verify students' identities and to protect students' information. **[If the course requires students to take proctored exams or to purchase additional software or equipment, please describe those requirements here.]** The procedures for filing a student complaint are included in the student handbook. Students enrolled in distance education courses at Sul Ross are expected to adhere to all policies pertaining to academic honesty and appropriate student conduct, as described in the student handbook. Students in web-based courses must maintain appropriate equipment and software, according to the needs and requirements of the course, as outlined on the SRSU website.

Schedule for MGMT5303 – Summer II

Week	Topic	Readings
July 10	Business Strategy Basics	Book Business Strategy Chps 1-3 Book On Competition Chps 1-3
July 16	Evaluation - External Forces Assignment 1 due end of week	Book Business Strategy Chps 4-7 Book On Competition Chps 4-8
July 23	Evaluation – Internal Forces	Book Business Strategy Chps 9, 14, 15 Book On Competition Chps 12-15
July 30	Generating a Business Strategy Assignment 2 due end of week	Book Business Strategy Chps 10-12, 18 Book Bus. Model Generation Section 1
August 6	Implementing Strategy	Book Bus. Model Generation Sections 3,4
August 13	Final Exam	Due on Thursday, August 16, 2018