

## ORGL3302 – Case Studies in Leadership

Fall 2019 SESSION

Online

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### **AVAILABILITY HOURS:**

Via CHAT, EMAIL or PHONE,

Tuesday, Wednesday, Thursday - 12:00 Noon to 3:30 PM

Welcome to class! This course is primarily concerned with emphasizing importance of leadership and management through the use of tools of analysis and case studies designed to improve critical thinking skills that lead to effective and sustainable leadership.

**GRADING:** Grades will be determined as follows:

|                 |            |
|-----------------|------------|
| Discussions (7) | 100 points |
| Assignments (4) | 400 points |
| Total Points    | 500 points |

A=500-451 points, B=450-401 points, C=400-351 points, D=350-301 points, F=0-300 points

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### **Required Material**

1. “HBR’s 10 Must Reads on Leadership” by Harvard Business Review, **ISBN: 9781422157978**
2. “Power of Four: Leadership Lessons by Crazy Horse”, by Joseph M. Marshal III,  
**ISBN: 9781402748813**

**Articles:** Articles on leadership will also be posted each week for discussion.

**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.

**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.

**Course Objectives**

The specific course objectives are to:

1. Develop students' capacity to think strategically about a company, its present business position, its long-term direction, its resources and capabilities, its present strategy, and its opportunities for gaining sustainable competitive advantage.

*Assessment* – Discussion Board & Case Studies

2. To build skills in conducting strategic analysis in a variety of industries and competitive situations.

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3. To provide hands-on experience in crafting business strategy.

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4. To acquaint students with the managerial tasks associated with implementing and executing strategy.

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5. To integrate the knowledge gained in earlier core courses and to show how the various

pieces of the business puzzle fit together.

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6. To develop students' powers of managerial judgment, build their skills in assessing business risk, and improve abilities to develop results-oriented action plans.

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### **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](mailto: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 ORGL3302 – Spring, 2019

| Week    | Topic  | Readings         |
|---------|--|------------------|
| Mar. 25 | <b>Introduction to Leadership Examples</b><br><i>Discussion Assignment 1 due Sunday, Mar. 31, 11:59 PM CST</i>   | Posted Articles  |
| Apr. 1  | <b>Why are leaders, leaders?</b><br><i>Discussion Assignment 2 due Sunday, Apr. 7, 11:59 PM CST</i>  | Posted Articles  |
| Apr. 8  | <b>SWOT analysis</b><br>Robin Hood Case Analysis Due 9:00 a.m. Monday, November 12<br><i>Discussion Assignment 3 due Sunday Apr. 14, 11:59 PM CST</i>  | Posted Materials |
| Apr. 15 | <b>Porter's Five-Forces Model of Industry Competition</b><br>Johnson Case Analysis Due 9:00 a.m. Monday, November 19<br><i>Discussion Assignment 4 due Sunday, Apr. 21, 11:59 PM CST</i>                               | Posted Materials |
| Apr. 22 | <b>Leadership and Management</b><br><i>Discussion Assignment 5 due Sunday Apr. 28, 11:59 PM CST</i>  | Posted Articles  |
| Apr. 29 | <b>Guide to Case Analysis and the Ten Commandments of Case Analysis</b><br>Giuseppe's Sausage Company Case Analysis Due 9:00 a.m. Monday, December 3<br><i>Discussion Assignment 6 due Sunday, May 5, 11:59 PM CST</i> | Posted Materials |
| May 6   | <b>Analysis and Evaluation</b><br>Assignment 4: Motorola Case Analysis Due 9:00 a.m. Tuesday December 11<br><i>Discussion Assignment 7 due Sunday, May 12, 11:59 PM CST</i>  | Posted Materials |
| May 13  | <b>Final Exam</b><br><i>Due Wednesday, May 15, 11:59 PM CST</i>  |                  |