

MGMT4317- Strategic Management

Spring 2020 SESSION
Online

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AVAILABILITY HOURS:

Via CHAT, EMAIL or PHONE,
Monday, Thursday; 12:00 Noon to 3:30 P.M.

GRADING: Grades will be determined as follows:

Discussion Posts	450 points
Assignments (3)	300 points
Midterm	100 points
Final	150 points
Total Points	1000 points

A=1000-900 points, B=899-800 points, C=799-700 points, D=699-600 points, F=599-0 points

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REQUIRED TEXTS:

1. “*Business Strategy: A guide to effective decision-making*” by The Economist and Jeremy Kourdi, The Economist; 3rd ed. Edition, ISBN-13: 978-1610394765
2. “*Good Strategy/Bad Strategy: The Difference and Why it Matters*” by Richard Rumelt, Profile Books, ISBN-13: 978-1781256176
3. “*Great by Choice: Uncertainty, Chaos, and Luck--Why Some Thrive Despite Them*” by Jim Collins and Morton T. Hansen, Harper Businss, ISBN-13: 978-0307886231

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 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.

3. 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

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 management orientation; being able to analyze broad, organization-wide problems. Understand the vital role of corporate governance and stakeholder management.

Assessment: Written assignments, exams and class discussion.

2. Describe how the forces in the competitive environment can affect profitability. Understand the scenario planning technique and its usefulness. Understand the concept of strategic groups and their strategy and performance implications.

Assessment: Written assignments, exams and class discussion.

3. Describe how value-chain analysis can help managers create value. Enumerate the benefits and limitations of SWOT analysis in conducting an internal analysis of the firm. Explain the four criteria that a firm’s resources must possess to maintain a sustainable advantage.

Assessment: Written assignments, exams and class discussion.

4. Recognize the interdependence of attracting, developing, and retaining human capital. Understand the vital role of technology in leveraging knowledge and human capital.

Assessment: Written assignments, exams and class discussion.

5. Integrate the business skills students have already developed and knowledge students have obtained. In the immediate future this should give students a better understanding of

how their positions relate to the overall performance of the organization. Also, much of this course is structured to stimulate the job that many students have or will have in the near future – a staff manager responsible for helping to develop recommendations on the strategic issues that face the organization.

Assessment: Written assignments, exams and class discussion.

6. Developing skills to solve the actual problems that today's organizations are experiencing.

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 MGMT4317 – Spring 2020

Week	Topic	Readings
Jan. 13	What is business strategy?	None
Jan. 20	Introduction to business strategy	BSG Chps 1-3
Jan. 27	Forces shaping business strategy	BSG Chps 4-7
Feb. 3	Developing business strategies Assignment 1 due Sunday, Feb. 9, 2020	BSG Chps 8-10
Feb. 10	Leading business strategy implementation	BSG, Chps 11, 12 14 & 15
Feb. 17	Innovation and information management Assignment 2 due Sunday, Feb. 23, 2020	BSG Chps 13 & 16
Feb. 24	Managing business strategies	BSG Chps 17-18
Mar. 2	Midterm Exam due Friday, March 6, 2020	
Mar. 9	Spring Break	
Mar. 16	Good Strategy/Bad Strategy	GS/BS Chps 1-5
Mar. 23	Good Strategy/Bad Strategy	GS/BS Chps 6-15
Mar. 30	Good Strategy/Bad Strategy	GS/BS Chps 16-18
Apr. 6	Great by Choice Assignment 3 due Sunday, Apr. 12, 2020	GBC Chps 1-3
Apr. 13	Great by Choice	GBC Chps 4-6
Apr. 20	Great by Choice	GBC Chps 7-8
Apr. 27	What makes a good strategy successful?	
May 4	Final Exam Due May 5, 2020	