

MGMT4317- Strategic Management

Fall 2020 SESSION
Online

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AVAILABILITY HOURS:
Via CHAT, EMAIL or PHONE,
Monday, Wednesday; 12:00 Noon to 4:00 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

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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: 978-0062120991

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.

SRSU Library Services. The Sul Ross Library offers FREE resources and services to the entire SRSU community. Access and borrow books, articles, and more by visiting the library’s website, library.sulross.edu. Off-campus access requires your LoboID and password. Check out materials using your photo ID. Librarians are a tremendous resource for your coursework and can be reached in person, by email (srsulibrary@sulross.edu), or phone (432-837-8123).

Section XI. SRSU Safety Pledge - One University/One Community

As a partner in each campus community, the faculty, staff, and students agree to the following statements in relation to the COVID-19 virus:

- ▶ I will wear a face covering, wash my hands, and disinfect my workspaces to protect others from the potential spread of this virus.
- ▶ I promise to follow social distancing guidelines as a way to mitigate the risk of transmission to others both professionally and personally.
- ▶ I will monitor my health and report any potential [symptoms] and follow the guidelines set forth in the **SRSU Return to Campus Plan** or as described by Sul Ross State University to protect the public health.
- ▶ I understand that my actions may impact the larger community and could affect my academic progress or professional attainment at Sul Ross State University.

Failing to meet these expectations may be subject to corrective action under university disciplinary policies. Changes or recommendations to the guidelines based on evolving guidance from federal, state, or local agencies will be communicated to the university community.

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.

Marketable Skills for the Aligned BBA Degrees

Marketable Skill 1: Students will have the ability to apply the principles of business they learn to the management of existing businesses or the creation of new businesses.

Marketable Skill 2: Students will have the ability to use research and analysis to make informed decisions.

Marketable Skill 3: Students will have the ability to write business letters, emails, resumes and reports

Marketable Skill 4: Students will have the ability to make effective oral presentations to both professional and general audiences.

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 – Fall 2020

Week	Topic	Readings
Aug. 24	Introduction to Business Strategy	BSG Chps 1-3
Aug. 31	Forces Influencing business strategy	BSG Chps 4-8
Sept. 7	Basic business strategies Assignment 1 due Sunday, Sept. 20, 2020	Articles
Sept. 14	Managing business strategies	BSG Chps 9, 10
Sept. 21	Innovation and information management Assignment 2 due Sunday, Sept. 27, 2020	BSG, Chps 11, 12 15, 16
Sept. 28	Implementation of Strategy	Article BSG Chps 13
Oct. 5	Business Level Strategy	BSG Chps 17-18
Oct. 12	Midterm Exam due Sunday, Oct. 18, 2020	
Oct. 19	Good Strategy/Bad Strategy	GS/BS Chps 1-5
Oct. 26	Good Strategy/Bad Strategy	GS/BS Chps 6-15
Nov. 2	Good Strategy/Bad Strategy	GS/BS Chps 16-18
Nov. 9	Great by Choice Assignment 3 due Sunday, Nov. 15, 2020	GBC Chps 1-3
Nov. 16	Great by Choice	GBC Chps 4-6
Nov. 23	Great by Choice	GBC Chps 7-8
Nov. 30	Business Strategy Summary	None
Dec. 7	Final Exam Due Dec. 9, 2020	