

## Course Syllabus

Course Title	Strategic Management
Instructor's Name	James C. Henderson <a href="mailto:revcjhenderson@yahoo.com">revcjhenderson@yahoo.com</a> <b>(864) 933-4594</b>
Date	1/2/12 – 3/24/12      Mon. & Wed. 12:30pm to 2:25pm
Course Number	BUS 250
Credit Hours	45 lecture hours. 4.5 credit hours awarded upon successful completion of course requirements
Prerequisite(s)	ACC 100, BUS 130, and BUS 135, or permission of the Instructor
Course Length	11 weeks
Textbook(s)	<u>Foundations In Strategic Management</u> , 5 <sup>th</sup> edition, Harrison, St. John, Cengage, 2010 ISBN: 978-0-538-75492-7
Course Description	This course explores the strategic management and policy-making aspects of the general manager's responsibilities. It introduces students to the basic concepts of strategic management and explains how to formulate and implement a strategic plan proficiently. Students evaluate their research, critical thinking, and reading skills.
Course Objectives	Upon completion of this course, the student will have developed decision-making tools which are extremely relevant to all organizational levels, including many career-entry positions as well as to the students own career planning. The student will be able to understand, appreciate, and think critically about trends of current and future importance to the business community. Students will be better prepared to deal and stay fully engaged with important issues in our increasingly complex, increasingly global business environment, regardless of their position or of the industry in which they work.

Course Outline		Reading Assignment
Wk 1	Chapter 1	The Strategic Management Process
Wk 2	Chapter 2	The External Environment
Wk 3	Chapter 3	Organizational Resources and Competitive Advantage
Wk 4	Chapter 3-4	Competitive Advantage – Strategic Direction

	Wk 5	Chapter 4	Strategic Direction
Course Outline (Cont.)	Wk 6	Chapter 5	Business-Level Strategies Introduction to the LRC Project Outline
	Wk 7	Chapter 6	Corporate Strategies
	Wk 8	Chapter 7	Strategy Implementation
	Wk 9	Chapter 7 – 8	Strategy Implementation Strategic Control and Restructuring
	Wk 10	Review	Preparing a Strategic Analysis
	Wk 11	Final Exam	Review and Test

Instruction Method      A variety of instruction techniques will be used in this course. These practices include (but are not limited to) class lecture, small group work, discussion, group projects, out-of-class assignments, individual assignments, electronically based research, expected e-mail communications, etc.

Grading	Attendance	10%
	Class Participation	10%
	Project	40%
	Final Exam	<u>40%</u>
		100%

Attendance      Regular attendance is expected because it is through regular attendance that you will hear and learn from the experience of your instructor as well as from the input (questions, answers, discussions, concerns) of other members of your class. Let your instructor and members of your group know that you might be late, or that you're too ill to come to class or that you've missed an assignment and are trying your best to complete it, etc. As you can see by the section on grade assignment (above), if you attend twelve weeks you will receive a very positive 10% of your grade. You must be in attendance for your scheduled test dates. You must be in attendance for your scheduled group presentation dates.

Make-up Work      It is the individual student's responsibility to find out from one of his/her classmates and/or group members the materials he/she might have missed as a result of having missed a class session. Call your classmates; e-mail them; keep up with them; be responsible for getting the information that you need in order to demonstrate competence in this course.

Resources	The College has adequate resources to assist students in researching projects through The Library & Information Resources Network (LIRN) Virtual Library Collection. Included in LIRN is the InfoTrac OneFile and Reference collection. The Reference library contains 112 titles. OneFile contains all of the Gale publications. There are over 150,000,000 articles, television and radio transcripts, photographs, video and audio clips, encyclopedias, books and reference titles in the collection. Instructors will provide students with appropriate resource links specific to this course within LIRN as well as those provided as instructional support material by the author and publisher of the text.
Changes	In accordance with the policy of the College, your instructor has the right to change the syllabus in a manner that he/she feels necessary in order to better accomplish the goal(s) of this course.
Revision Date	December 21, 2011

Notes: To Instructors only

1. Cumulative tests are to be given. If a student misses a test, he/she is permitted to take a make-up test at the instructor's discretion. An instructor can choose to allow a student who has earned straight As on his/her cumulative tests to exempt the final course exam.
2. Instructors are permitted to exercise professional discretion regarding the actual course content and may make changes that they feel will enhance their course objective(s). For instance, an instructor may choose to not address a particular chapter or topic and, instead, substitute another appropriate topic and/or activity (such as a group activity/project) to the schedule.
3. Make sure that instructors have all supplementary materials available to them through the publisher, including CDs, etc (all teaching aides)
4. Make sure to explain the "flexible" attendance policy to instructors. Instructors are asked to encourage their students to be physically present, but instructors must offer other alternatives to students who have missed a class to "catch up" on missed lectures, class materials, tests, etc. Instructors must encourage students to consult other "group" members when they need to be "filled in" on what they have missed in class.
5. Instructors must have planned their class sessions thoroughly. They must give the class some definitive idea of how much time will be allowed for each planned classroom activity. There is a lot of material to cover in this course. Instructors must be planned in advance and students must be expected to have prepared their readings and their work/projects in advance or face the consequences.
6. Tests are cumulative. That means that once the material is covered it is not addressed again in tests/exams. Test questions should be mainly multiple choice and should come from the test banks provided to the instructor from the publisher. Test questions should directly reflect the "course objectives" section of the syllabus. In other words, the questions asked on the tests should have a direct bearing on what it is expected that the student will demonstrate as having learned in the course objectives section of this syllabus.