

**VIRTUAL CAMPUS**

**SCHOOL OF BUSINESS**

**SYLLABUS**

**1 Mission Statement: Wayland Baptist University exists to educate students in an academically challenging, learning-focused and distinctively Christian environment for professional success and service to God and humankind.**

**2 Course: MGMT 5350 – {VC01}, Strategic Management for MAM**

**3 Term: February 26 to May 19, 2018**

**4 Instructor: Dr. Terry Stimson**

**5 Office Phone and email: (907) 250 1409**

**terry.stimson@wayland.wbu.edu**

**6 Office Hours, Building, and Location:  Online only**

**7 Class Meeting Time and Location: Online**

**8**Catalog Description:**Management decisions for creating or maintaining market position with emphasis on comprehensive organizational analysis, policy development, and critical management issues; strategic planning of resources and workforce in local, regional, and international environments; measurement of results, internal and external resource utilization. The Major Field Examination is administered.**

**9** Prerequisites: **Completion of ALL M.A.M core courses.**

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**10. Required Textbook and Resources:**

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| **Strategic Management**  **Concepts and Cases** | **Hitt** | **12th** | **2017** | **Cengage Learning** | **1-337-06291-X** | **6/24/16** |

**11. Optional Materials:**

**12**Course Outcome Competencies:

* **Demonstrate knowledge acquired in completion of core courses in Master of Management Program formulating and implementing value-creating strategies.**
* **Analyze internal and external environments to determine resources, capabilities, and core-competencies.  Using this information/data to develop vision, mission and formulating the strategy. Recognizing the impact of globalizations of industries and on-going technological changes.**
* **Identify individuals and groups who can affect and are affected by the strategic outcomes achieved and who have enforceable claims on a firm’s performance.**
* **Evaluate and explain a set of commitments and actions designed to exploit core competencies and gain competitive advantage.**

**13 Attendance Requirements: This class requires that the student be online at least three days out of seven, each week, for full credit.**

**14. Statement on Plagiarism and Academic Dishonesty: Wayland Baptist University observes a zero tolerance policy regarding academic dishonesty. Per university policy as described in the academic catalog, all cases of academic dishonesty will be reported and second offenses will result in suspension from the university.**

**15. Disability Statement: “In compliance with the Americans with Disabilities Act of 1990 (ADA), it is the policy of Wayland Baptist University that no otherwise qualified person with a disability be excluded from participation in, be denied the benefits of, or be subject to discrimination under any educational program or activity in the university. The Coordinator of Counseling Services serves as the coordinator of students with a disability and should be contacted concerning accommodation requests at (806) 291- 3765. Documentation of a disability must accompany any request for accommodations.”**

**16. Course Requirements and Grading Criteria:**

**Students shall have protection through orderly procedures against prejudices or capricious academic evaluation. A student who believes that he or she has not been held to realistic academic standards, just evaluation procedures, or appropriate grading, may appeal the final grade given in the course by using the student grade appeal process described in the Academic Catalog. Appeals may not be made for advanced placement examinations or course bypass examinations. Appeals are limited to the final course grade, which may be upheld, raised, or lowered at any stage of the appeal process. Any recommendation to lower a course grade must be submitted through the Executive Vice President/Provost to the Faculty Assembly Grade Appeals Committee for review and approval. The Faculty Assembly Grade Appeals Committee may instruct that the course grade be upheld, raised, or lowered to a more proper evaluation.**

1. **Active class participation (must be online 3 out of 7 days each week)  
   2. Presentation of two case studies and facilitation of discussion.  
   3. Three Monthly Learning Summaries.  
   5. Final Paper (10 pages) due the last day of the course.  
     
   Assessment Process / Grading:  
   Syllabus Quiz 14 points  
   Active class participation (10 points each week for 10 weeks) 100 points  
   Presentation of two case studies and facilitation of discussion (35 points each) 70 points  
   Monthly Learning Summaries (35 points each) Due**

**First Learning Summary  April 1, 2018**

**Second Learning Summary   April 29, 2018**

**Third Learning Summary May 19, 2018**

**Final Paper May 19, 2018 (total of 105 points)**

**Assignments:**

**Answer Dr.T’s Questions each week (10 points each week for 11 weeks) 110 points  
Answer Discussion Questions each week (10 points each week for 10 weeks) 100 points  
Final Paper - Strategic Plan Process (due November 5, 2016via e-mail) 101 points required for an A in this class.  
Grading Criteria: Letter grades from "A" to "F" will be used in this course. The grading criteria is listed below:  
  
500 -400 A  
399 -300 B  
299 -200 C  
199- 100 D  
100- Fail**

**17.  Schedule: (Calendar, Topics, Assignments)**

**February 26 to May 19, 2018**

**Week One February 26 to March 4, 2018**

* + - * **Chapter One**
* **Week Two March 5 to March 11, 2018**

**Chapter Two**

**Case Fisk Alloy Wire -**

**Case Luck Companies -**

**Chapter 2 Review –**

**Spring Vacation March 12 to March 18, 2018**

**Chapter Three**

**Week Three  March 19 to March 25, 2018**

**Case Movie Exhibiton Industry -**

**Case Polaris and Victory -**

**Chapter 3 Review -**

**Week Four  March 26 to April 1, 2018**

**Chapter Four**

**Case Southwest Airlines -**

**Case Safaricom -**

**Chapter 4 Review -**

**First Learning Summary  April 1, 2018**

**Week Five  April 2 to April 8, 2018**

**Chapter Five**

**Case IKEA -**

**Case Carlsberg -**

**Chapter 5 Review -**

**Week Six  April 9 to April 15, 2018**

**Chapter Six**

**Case American Express -**

**Case – Kipp -**

**Chapter 6 Review -**

**Week Seven   April 16 to April 22, 2018**

**Chapter Seven**

**Case Amazon -**

**Case W.L. Gore -**

**Chapter 7 Review –**

**Week Eight  April 23 to April 29, 2018**

**Chapter Eight**

**Case Invitrogen -**

**Case Martha Stewart -**

**Chapter 8 Review -**

**Second Learning Summary   April 29, 2018**

**Week Nine  April 29 to May 6, 2018**

**Chapter Nine**

**Case Keuring -**

**Case Super Selectos -**

**Chapter 9 Review -**

**Week Ten May 7 to May 13, 2018**

**Chapter Ten and Eleven**

**Case BP in Russia –**

**Case Tim Horton’s -**

**Chapter 10 Review -**

**Chapter 11 Review -**

**Week Eleven May 14 to May 19, 2018**

**Chapter Twelve and Thirteen**

**Case Starbucks -**

**Case Siemens -**

**Chapter 12 Review -**

**Chapter 13 Review –**

**Final Paper and Final Learning Summary May 19, 2018**