



## **Bmgt 2341- Strategic Management**

**Course Syllabus: Summer 2019**

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"Northeast Texas Community College exists to provide responsible, exemplary learning opportunities."

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Office Hours	Monday	Tuesday	Wednesday	Thursday	Friday	Online
	Online	Online	Online	Online	Online	TBA

*The information contained in this syllabus is subject to change without notice. Students are expected to be aware of any additional course policies presented by the instructor during the course.*

**Catalog Course Description (include prerequisites):** This course is designed to develop student's qualitative decision-making, problem-solving skills and develop a better understanding for making long-range comprehensive decisions. Special emphasis will be placed on case studies and management simulations in addition to analysis of major policy decisions in the context of the entire business entity.

**Required Textbook(s):**

Hill and Jones; Essentials of Strategic Management; 3<sup>rd</sup> Edition

**Publisher:** Southwestern

**ISBN Number:** 978-1-111-52519-4

**Recommended Reading(s):**

None

**Student Learning Outcomes:**

Identify concepts in strategic planning and how they relate across functional areas of business. Develop decision-making skills and other necessary tools that will be useful in solving business problems. In addition, students will identify operational (strategic plans) for their workplace organization.

Apply the knowledge and skills learned in case analysis, focusing on the role of various functional managers in the development of business and organizational strategies. Identify and discuss the national, international, cultural, and social influences on a typical business organization. Define fundamental legal terminology in sales contracts, corporations, partnerships, agency, creditors' rights, bankruptcy, and commercial papers; and identify rights, duties, and obligations in areas of sales, contracts, corporations, partnerships, agency, creditors' rights, bankruptcy, and commercial papers.

**Exemplary Educational Objectives:**

N/A

**SCANS Skills:**

Type Scans skills here; workforce only

Academic transfer - type N/A

**Lectures & Discussions:**

This course will be presented online in Blackboard Learning Management System and includes collaborative teaching/learning style utilizing discussion boards, case studies, assignment exercises, and a course project.

**Evaluation/Grading Policy:**

Ch Discussion Question Assignments	135 Points
Ch Case Studies	90
Exam (over Ch's 1-9)	100 Points
Case studies (McDonalds)	150
Total Course Points	475

Grades are awarded according to the following scale:

428 - 475	A
380 - 427	B
332 - 379	C
285 - 331	D
0 – 284	F

**Tests/Exams:**

This course contains 1 exam.

**Assignments:**

Chapter assignments and discussions are available in Blackboard and due by midnight of the assignment due date and will not be accepted after the due date has passed.

**Other Course Requirements:**

N/A

**Student Responsibilities/Expectations:**

- This is a college course and participation in chapter assignments and discussion board activities is essential to learning the required material. A portion of the student's grade is based on such participation.
- Students that miss deadlines, regardless of the nature of the missed assignment, will not be able to submit assignments, chapter assignments or discussion board assignments after the due date has passed. All assignments are available to the student on the first day of class and students are encouraged to work ahead in order to avoid missing assignment deadlines.
- Be a responsible student and keep up with your assignments, projects and other important deadlines.
- If you miss an exam, it is your responsibility to see the instructor for make-up exam arrangements.
- Instructor reserves the right to refuse make-up exams and projects/case assignment analysis.
- Instructor will refuse late chapter assignments and chapter discussion board assignments
- To receive full credit for the course, all project and exam criteria must be met.
- To receive full credit on assignments, they must be submitted when due. Late work, including exams will NOT be accepted unless there is a special circumstance approved in advance by instructor.
- Cheating/collusion will not be tolerated and is subject to expulsion

**NTCC Academic Honesty Statement:**

"Students are expected to complete course work in an honest manner, using their intellects and resources designated as allowable by the course instructor. Students are responsible for addressing questions about allowable resources with the course instructor. NTCC upholds the highest standards of academic integrity. This course will follow the NTCC Academic Honesty policy stated in the Student Handbook."

**Academic Ethics**

The college expects all students to engage in academic pursuits in a manner that is beyond reproach. Students are expected to maintain complete honesty and integrity in their academic pursuit. Academic dishonesty such as cheating, plagiarism, and collusion is unacceptable and may result in disciplinary action. Refer to the student handbook for more information on this subject.

**ADA Statement:**

It is the policy of NTCC to provide reasonable accommodations for qualified individuals who are students with disabilities. This College will adhere to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations as required to afford equal educational opportunity. It is the student's responsibility to arrange an appointment with a College counselor to obtain a Request for Accommodations form. For more information, please refer to the NTCC Catalog or Student Handbook.

**Family Educational Rights And Privacy Act (Ferpa):**

The Family Educational Rights and Privacy Act (FERPA) is a federal law that protects the privacy of student education records. The law applies to all schools that receive funds under an applicable program of the U.S. Department of Education. FERPA gives parents certain rights with respect to their children's educational records. These rights transfer to the student when he or she attends a school beyond the high school level. Students to whom the rights have transferred are considered "eligible students." In essence, a parent has no legal right to obtain information concerning the child's college records without the written consent of the student. In compliance with FERPA, information classified as "directory information" may be released to the general public without the written consent of the student unless the student makes a request in writing. Directory information is defined as: the student's name, permanent address and/or local address, telephone listing, dates of attendance, most recent previous education institution attended, other information including major, field of study, degrees, awards received, and participation in officially recognized activities/sports.

**Other Course Policies:**