



HLC Accreditation 2016-2017

Evidence Document

W. Frank Barton School of Business

Management

Syllabi: **Management**

Additional information:

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MGMT 681 –Strategic Management

| | |
|-------------------------------------|---|
| Instructor: | John Perry |
| Department: | Management |
| Office Location: | 341A Clinton Hall |
| Telephone: | (316) 978-5316 |
| Email: | john.perry@wichita.edu |
| Preferred Method of Contact: | email |
| Office Hours: | Mondays-Thursdays, 11:00AM-12:00PM |
| Classroom; Days/Time: | 204 Clinton Hall; Mondays – Thursdays, 12:00-3:00PM |
| Prerequisites: | DS 350, FIN 340, MKT 300, MGMT 360, senior standing, advanced standing |

How to use this syllabus

This syllabus provides you with information specific to this course, and it also provides information about important university policies. This document should be viewed as a course overview; it is not a contract and is subject to change as the semester evolves.

Academic Honesty

Students are responsible for knowing and following the Student Code of Conduct http://webs.wichita.edu/inaudit/ch8_05.htm and the Student Academic Honesty policy http://webs.wichita.edu/inaudit/ch2_17.htm.

Students who violate the Student Academic Honesty will receive a failing grade for the course.

Course Description

An analysis of business problems from a strategic management perspective. A capstone course which integrates the functional areas of business, including management, marketing, finance, accounting and production. Discusses both domestic and international policy issues, large and small firms, and various sources of competitive advantage.

Definition of a Credit Hour

Success in this 3 credit hour course is based on the expectation that students will spend, for each unit of credit, a minimum of 45 hours over the length of the course for instruction and preparation/studying or course related activities for a total of 135 hours.

Measurable Student Learning Outcomes

After completing this course, students should be able to:

- identify strategic management concepts
- discuss strategic management concepts
- analyze organizations' strategies
- apply strategic management concepts

Required Texts/Readings Textbook

MGMT 681 utilizes textbook chapters, case studies, videos, and an online simulation.

- The textbook chapters, case studies, and videos are accessible through the course Blackboard
- Students will need to purchase a license to the simulation. Instructions for how to purchase a simulation license is in the Simulation Help folder in the course Blackboard

Grading Scale

WSU uses a +/- grading scale for final grades and to calculate grade point averages. In this class, grades are assigned according to the following chart. (Other classes might assign grades differently: Be sure to understand the different grading scales in all of your classes.)

| | | |
|-------------------|------------------|-------------------|
| B+ 870-899 points | A > 929 points | A- 900-929 points |
| C+ 770-799 points | B 830-869 points | B- 800-829 points |
| D+ 670-699 points | C 730-769 points | C- 700-729 points |
| | D 600-669 points | F < 600 points |

Assignments

This course utilizes quizzes, exams, and simulation performance scores

| <u>Assessment</u> | <u>Points</u> | <u>Assessment</u> | <u>Points</u> | <u>Assessment</u> | <u>Points</u> |
|-------------------|---------------|-------------------|---------------|----------------------|---------------|
| Quiz 1 | 10 | Discussion 1 | 15 | Getting Started Quiz | 10 |
| Quiz 2 | 10 | Discussion 2 | 15 | Class Intro | 10 |
| Quiz 3 | 10 | Discussion 3 | 15 | Exam 1 | 100 |
| Quiz 4 | 10 | Discussion 4 | 15 | Exam 2 | 150 |
| Quiz 5 | 10 | Discussion 5 | 15 | Sim Quiz 1 | 10 |
| Quiz 6 | 10 | Discussion 6 | 15 | Sim Quiz 2 | 10 |
| Quiz 7 | 10 | Discussion 7 | 15 | Strat Plan 1 | 20 |
| Quiz 8 | 10 | Discussion 8 | 15 | Strat Plan 2 | 20 |
| Quiz 9 | 10 | Discussion 9 | 15 | IE score | 160 |
| Quiz 10 | 10 | Discussion 10 | 15 | BII score | 160 |
| | | | | Sim Exam | 100 |

Total possible points = 1000

Undergraduate vs. Graduate Credit

Graduate students cannot take this course.

Extra Credit

There will be two extra credit opportunities. Each extra credit opportunity will be worth up to ten points, which will be added to your total score. Please see course schedule listed below for when extra credit opportunities will be available.

Late Assignments

Late assignments will not be accepted.

Missed Assignments and Exams

If you know that you will miss an assignment for exam in the future, please contact the instructor to determine if and how the assignment or exam can be completed.

Important Academic Dates

For the first 4-week Summer 2016 session, classes begin June 5, 2016, and end July 3, 2016. The last date to drop a class and receive a W (withdrawn) instead of F (failed) is June 22, 2016. Class will not meet in-person June 20 – July 1, 2016.

Disabilities

If you have a physical, psychiatric/emotional, or learning disability that may impact on your ability to carry out assigned course work, I encourage you to contact the Office of Disability Services (DS).

The office is located in Grace Wilkie Annex, room 150, (316) 978-3309 (voice/tty) (316-854-3032 videophone). DS will review your concerns and determine, with you, what academic accommodations are necessary and appropriate for you. All information and documentation of your disability is confidential and

will not be released by DS without your written permission.

Counseling & Testing

The WSU Counseling & Testing Center provides professional counseling services to students, faculty and staff; administers tests and offers test preparation workshops; and presents programs on topics promoting personal and professional growth. Services are low cost and confidential. They are located in room 320 of Grace Wilkie Hall, and their phone number is (316) 978-3440. The Counseling & Testing Center is open on all days that the University is officially open. If you have a mental health emergency during the times that the Counseling & Testing Center is not open, please call COMCARE Crisis Services at (316) 660-7500.

Diversity and Inclusive

Wichita State University is committed to being an inclusive campus that reflects the evolving diversity of society. To further this goal, WSU does not discriminate in its programs and activities on the basis of race, religion, color, national origin, gender, age, sexual orientation, gender identity, gender expression, marital status, political affiliation, status as a veteran, genetic information or disability. The following person has been designated to handle inquiries regarding nondiscrimination policies: Executive Director, Office of Equal Employment Opportunity, Wichita State University, 1845 Fairmount, Wichita KS 67260-0138; telephone (316) 978-3186.

Intellectual Property

Wichita State University students are subject to Board of Regents and University policies (see http://webs.wichita.edu/inaudit/ch9_10.htm) regarding intellectual property rights. Any questions regarding these rights and any disputes that arise under these policies will be resolved by the President of the University, or the President's designee, and such decision will constitute the final decision.

Shocker Alert System

Get the emergency information you need instantly and effortlessly! With the Shocker Alert System, we will contact you by email the moment there is an emergency or weather alert that affects the campus. Sign up at www.wichita.edu/alert.

Student Health Services

WSU's Student Health clinic is located in 209 Ahlberg Hall. Hours are 8:00am to 7:00pm (8:00 am to 5:00 pm on Fridays), though the clinic may be closed occasionally on Wednesdays from noon to 1:30pm. The telephone number is (316) 978-3620. In addition to outpatient and preventive care (including immunizations, a prescription service, and testing/counseling for sexually transmitted infections), Student Health can handle minor injuries. All services are confidential. For more information see www.wichita.edu/studenthealth.

The Heskett Center and Campus Recreation

Whether you are wanting to be active on campus, relieve the stress from classes or take care of your body, Wichita State Campus Recreation is the place for you. Campus Recreation, located inside the Heskett Center, contributes to the health, education, and development of Wichita State University students, faculty, staff, alumni, and community members by offering quality programs and services. With many programs and facilities which are free to all students and members, Campus Recreation offers its members limitless opportunities. For more information about our services see www.wichita.edu/heskett.

Video and Audio Recording

Video and audio recording of lectures and review sessions without the consent of the instructor is prohibited. Unless explicit permission is obtained from the instructor, recordings of lectures may not be modified and must not be transferred or transmitted to any other person, whether or not that individual is enrolled in the course.

**MGMT 681 COURSE SCHEDULE
2016 Summer**

| Dates | Module | Learning Materials | IN-CLASS | DEADLINES | |
|----------------|------------|---|---------------------------|--|--|
| | | | 12-3PM | Before class (12PM) | End of day (11:59PM) |
| Mon, Jun 06 | Start Here | Welcome Video Orientation Video Simulation Overview | | Watch videos Post class Introduction Take getting started quiz | |
| Tue, Jun 07 | Module 1 | Chapter 1, Case 1, Video 1 Chapter 2, Case 2, Video 2 | Discussions 1& 2 | Read chapters & cases Watch videos Take quizzes 1& 2 | |
| Wed, Jun 08 | Module 2 | Chapter 3, Case 3, Video 3 Chapter 4, Case 4, Video 4 | Discussions 3 & 4 | Read chapters & cases Watch videos Take quizzes 3& 4 | |
| Thu, Jun 09 | Module 3 | | Exam 1 Sim walk-thru 1 | Prepare for exam 1 | Extra credit 1 |
| Fri, Jun 10 | Module 4 | Simulation documents | NO CLASS | | Sim practice decision 1 |
| Mon, Jun 13 | Module 5 | Chapter 5, Case 5, Video 5 Chapter 6, Case 6, Video 6 | Discussions 5 & 6 | Read chapters & cases Watch videos Take quizzes 5& 6 | |
| Tue, Jun 14 | Module 6 | Chapter 7, Case 7, Video 7 Chapter 8, Case 8, Video 8 | Discussions 7 & 8 | Read chapters & cases Watch videos Take quizzes 7& 8 | |
| Wed, Jun 15 | Module 7 | Chapter 9, Case 9, Video 9 Chapter 10, Case 10, Video 10 | Discussions 9 & 10 | Read chapters & cases Watch videos Take quizzes 9& 10 | |
| Thu, Jun 16 | Module 8 | | Exam 2 Sim walk-thru 2 | | Extra credit 2 |
| Fri, Jun 17 | Module 9 | Simulation documents | NO CLASS | | Sim practice decision 2 |
| Mon, Jun 20 | Module 10 | Simulation documents | NO CLASS | | Sim decision 1 |
| Tue, Jun 21 | Module 11 | Simulation documents | NO CLASS | | Sim decision 2 Sim quiz 1 |
| Wed, Jun 22 | Module 12 | Simulation documents | NO CLASS | | Sim decision 3 |
| Thu, Jun 23 | Module 13 | Simulation documents | NO CLASS | | Sim decision 4 Sim strategic plan 1 |
| Fri, Jun 24 | Module 14 | Simulation documents | NO CLASS | | Sim decision 5 |
| Mon, Jun 27 | Module 15 | Simulation documents | NO CLASS | | Sim decision 6 Sim quiz 2 |
| Tue, Jun 28 | Module 16 | Simulation documents | NO CLASS | | Sim decision 7 |
| Wed, Jun 29 | Module 17 | Simulation documents | NO CLASS | | Sim decision 8 Sim strategic plan 2 |
| Thu, Jun 30 | Module 18 | Simulation documents | NO CLASS | | Sim decision 9 |
| Fri, Jul 01 | Module 19 | Simulation documents | NO CLASS | | Sim decision 10 Sim exam |

Note: The simulation will reset at 12:00AM, Sunday Jun 19 after the practice decisions have been completed

The instructor reserves the right to revise the schedule and syllabus



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| Thu, Jun 09 | Module 3 | | Extra credit 1 | Discussion comments 3 & 4 |
| Fri, Jun 10 | Module 4 | Simulation documents | Exam 1 | Sim practice decision 1 |
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| Wed, Jun 15 | Module 7 | Chapter 9, Case 9, Video 9 Chapter 10, Case 10, Video 10 | Quizzes 9& 10 | Discussion posts 9 & 10 Discussion comments 7 & 8 |
| Thu, Jun 16 | Module 8 | | Extra credit 2 | Discussion comments 9 & 10 |
| Fri, Jun 17 | Module 9 | Simulation documents | Exam 2 | Sim practice decision 2 |
| Mon, Jun 20 | Module 10 | Simulation documents | Sim decision 1 | |
| Tue, Jun 21 | Module 11 | Simulation documents | Sim decision 2 | Sim quiz 1 |
| Wed, Jun 22 | Module 12 | Simulation documents | Sim decision 3 | |
| Thu, Jun 23 | Module 13 | Simulation documents | Sim decision 4 | Sim strategic plan 1 |
| Fri, Jun 24 | Module 14 | Simulation documents | Sim decision 5 | |
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| Tue, Jun 28 | Module 16 | Simulation documents | Sim decision 7 | |
| Wed, Jun 29 | Module 17 | Simulation documents | Sim decision 8 | Sim strategic plan 2 |
| Thu, Jun 30 | Module 18 | Simulation documents | Sim decision 9 | |
| Fri, Jul 01 | Module 19 | Simulation documents | Sim decision 10 | Sim exam |

1:30-3:00PM
Sim walk-thru 1

1:30-3:00PM
Sim walk-thru 2

Sim walk-thru sessions – These real-time sessions are voluntary. You do not have to attend. The mechanics of the simulation will be presented in these sessions. If you wish to attend the sessions, you may do so by attending the sessions:
 (a) in-person in 204 Clinton Hall on the WSU main campus
 (b) virtually in the class Blackboard Collaborate room

Note: The simulation will reset at 12:00AM, Sunday Jun 19 after the practice decisions have been completed

The instructor reserves the right to revise the schedule and syllabus