

Management 4300
Strategic Management
Fall 2005

	Days	Hours	Place
Class	Tuesdays and Thursdays	10:30 p.m. to 11:50 p.m.	CBA 301
Office*	Tuesdays and Thursdays	9:00 a.m. to 10:30 p.m.	CBA 224
	Tuesdays and Thursdays	12:00 p.m. to 1:30 p.m.	
	Tuesdays	5:00 p.m. to 6:00 p.m.	

*or by appointment

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Room 224
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Required Text: Strategic Management: Concepts, 10th ed.
Author: Fred R. David
Publisher: Prentice Hall

Simulation Guide for Students
(to be provided by your professor)

Course Objective:

This course will provide you with the knowledge and skills necessary to manage the long-term performance of a firm. Taking the perspective and mindset of top management, you will learn to analyze the firm in its environment. By matching opportunities and threats found in this environment with the internal strengths and weaknesses of the firm, you will learn to formulate strategies and develop ways to implement these strategies. Your performance in this course depends to a significant extent on the successful integration of previous coursework in the various functional areas of business.

After completing this course, you will be able to

- understand the purpose, processes and tools of strategic management;
- discern how both internal and external environment of the firm together suggest the appropriate strategy;
- combine and build on the knowledge acquired in earlier functionally-oriented courses;
- appreciate the challenges that management faces in today's ever changing, diverse, and global environment.

Course Prerequisites

Graduating senior and cumulative 2.0 GPA

Expectations

To get the most out of this class, you also bear certain responsibilities. I expect you:

- to come to class on time;
- to attend class regularly;
- to check class announcements frequently on WebCT;
- to keep up on the assigned readings;
- to complete assignments carefully and in a timely manner;
- to be polite and respectful in class,
- to be actively engaged in the learning process by asking clarification questions if you don't understand something;
- and to share relevant work experiences with the class.

Attendance and Participation

Attendance will be taken at random times throughout the semester. Attendance constitutes five percent of your overall grade. You are allowed one absence -- every absence after this will result in a reduction of your attendance grade.

Participation makes up another 5 percent of your overall class grade. Your thoughts and opinions will provide an important basis for class discussion and will help to make the class lively and interesting. However, only comments that are relevant and related to the content of the course will result in a positive participation grade. Being up to date with your assigned readings and attending class regularly are necessary prerequisites to your success in this course.

Exams and Pop Quizzes

Unannounced pop quizzes at the beginning of class will give you a chance to prove that you are prepared. They will cover assigned readings as well as material already covered in class. These quizzes cannot be made up, but you will be allowed to drop the lowest grade.

Exams will be non-comprehensive and include class material as well as assigned readings not covered in class. They consist of multiple choice questions and short essays. Make-up exams are contingent on prior approval or written medical excuse. If you cannot take an exam during the assigned time in class, you will have to inform me before the exam. Approval is at the discretion of your instructor.

Computer-Based Business Simulation

In the fifth week of this semester, you will learn how to run your own company by participating in a computer simulation. Your company produces and sells environmental sensors in the business-to-business market. We will begin with two practice rounds that will allow you to learn the mechanics of this simulation. In Week 8, the real competition begins. You will compete against five other companies in range of market segments. In **Assignment 1** (due Nov. 22), you will be asked to describe your overall strategy, how it was executed, and why you think it was successful or not.

In Week 9, you will be assigned to teams based on your major. The goal is to create teams with diverse areas of expertise. The objective is for you to learn from each other. Each team will consist of approximately five members and will collectively manage a company. Teams will compete against each other. Your performance in this round will be weighted by how other group members evaluate your contributions. In **Assignment 2** (due on December 1), I will ask you to describe your team experience, how you contributed to the performance of the team, and what you were able to learn from other members.

The written reports should be between 2 - 3 pages in length (typed, 12 pt. font, 1-inch margins, double-spaced, and error-free). They should look neat and professional. If you choose to include citations, use the APA (American Psychological Association) Style Manual which you can find on reserve at the Reference Desk in the library. More detailed instructions will be available later in the semester. All reports are due at the beginning of class. If your assignment is late, you will lose 10 points per day, starting the minute class starts.

Grading

3 exams @ 15% each	45%
Quizzes	10%
Business Simulation	
• Individual Performance	10%
• Group Performance	10%
Assignment 1	5%
Assignment 2	5%
Presentation	5%
Attendance	5%
Participation	5%

Grading Scale

A	90-100
B	80-89.9
C	70-79.9
D	60-69.9
F	59.9 and below

Withdrawal

The last day to drop a class completely with a "W" is October 28, 2005. After the student drop deadline, students must be dropped from a course with a grade of "WF".

Academic Dishonesty

Any student who commits an act of scholastic dishonesty is subject to discipline. Scholastic dishonesty includes, but is not limited to, cheating, plagiarism, collusion, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts.

Statement on Disability

If you feel you may have a disability that requires accommodations, contact the Disabled Student Services Office at 747-5148, go the Union Building, East, Room 106, or e-mail dss@utep.edu.

Tentative Schedule (subject to change at the discretion of the instructor)

		Assigned Readings
Aug 23	Course Introduction	
Aug 25	The Nature of Strategic Management	Chapter 1
Aug 30	The Business Mission	Chapter 2
Sept. 1	The External Assessment	Chapter 3
Sept. 6	The External Assessment cont'd, Review for Exam 1	
Sept. 8	Exam 1	
Sept. 13	Return and discussion of Exam 1, The Internal Assessment	Chapter 4
Sept. 15	The Internal Assessment cont'd	
Sept. 20	Introduction to the business strategy game – Practice rounds start	Simulation Guide
Sept. 22	Strategies in Action	Chapter 5
Sept. 27	Strategies in Action cont'd	
Sept. 29	Strategy Analysis and Choice	Chapter 6
Oct. 4	Strategy Analysis and Choice cont'd, Review for Exam 2	
Oct. 6	Exam 2	
Oct. 11	Return of Exam 2, Implementing Strategies, Individual simulation starts	Chapter 7
Oct. 13	Implementing Strategies: Management Issues cont'd	
Oct. 18	Team simulation starts, Teams created, Team Work Day	
Oct. 20	Implementing Strategies: Management Issues cont'd	
Oct. 25	Team Work Day	
Oct. 27	Strategy Review, Evaluation and Control	
Oct. 28	Last day to withdraw with an automatic “W.”	Chapter 9
Nov. 1	Team Work Day	
Nov. 3	Strategy Review, Evaluation and Control cont'd	
Nov. 8	Case discussion	Read case
Nov. 10	Team Work Day, Review for Exam 3	
Nov. 15	Exam 3	
Nov. 17	Return of Exam 3, Team Work Day	
Nov. 22	Group Presentations and Discussions, Assignment 1 due	
Nov. 24	Thanksgiving Holiday	
Nov. 29	Group Presentations and Discussions	
Dec. 1	Group Presentations and Discussions, Assignment 2 due	