



Your University of Choice

COURSE SYLLABUS

Term: Fall 2013

Course #: (BSMT 489X) Strategic Management Business Policy/Room 264

Instructor: Catherine Lopez-Gonzalez, PhD, MBA, B.S

Office Room #: 307

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Hours (Available): call or email to make arrangements to meet

Instructor Background: B.S. Organizational Management, Calumet College – MBA, Indiana Wesleyan University – PhD, Organization and Management, Capella University. The instructor has over 25 years of working in the financial industry. Banking positions held include Loan Servicing Manager, Administrative Assistant to the CEO, President and Legal Department, Banking Center Manager, Vice President- Retail Lending and currently holds a position as Director of Lending with a Credit Union.

Course Time/Classroom # Class meets every Monday evenings from 7:00 p.m. to 10:00 p.m. (Whiting Campus)
Course Dates: September 8, 2014 – December 18, 2014

Course Description: This capstone course is designed to assist students in integration and critical examination of the various concepts, theories, and methods of inquiry presented both in general education and the major. Learning outcomes for both the general education program and the major are reviewed. Course assignments assist students in assessing the degree for which learning outcomes have been mastered.

Learning Outcomes/ Competencies: Students in this course will interpret and critically examine the various concepts, theories, and methods of inquiry presented both in general education and the management's major.

Textbooks: Crafting & Executing Strategy (The Quest for Competitive Advantage) Concepts & Cases (18e)

Learning Strategies: (Blackboard, Technology, Experiential learning, Service Learning, Group Discussions, Team Projects, Collaborative Learning, Lecturing...etc.)

Experiential Learning:

This course is designed to include real life experience learning. The students will gain the required business management knowledge from guest speakers, current events and hands on learning.

Assessment:

Exams (Midterm, Final, Quizzes)	60% of grade
Class participation/collaboration/attendance/assignments	15% of grade
Class presentation and assessment instruments	25% of grade

Class Policy for Assignments: All assignments are due on the date listed. If for any reason you cannot meet the required deadline for the assignments, it is your responsibility to notify me prior to the start of class.

Grading Scale:

Grade	Points
A	100-92
A-	91-90
B+	89-88
B	87-82
B-	81-80
C+	79-78
C	77-72
C-	71-70
D+	69-68
D	67-62
D-	61-60
F	59 and below

Class Policy on Attendance:

Intellectual growth and success in college is reinforced through interaction in the classroom. Students reach personal goals and course outcomes through regular and prompt attendance. The Organization Management's accelerated classes are intense and rigorous and demand a student's presence and participation. Therefore, if a student is absent "three (3) times or is consistently tardy for class, the student will be subjected to a grade of F or FW per policy stated under the Withdrawal from Classes section on this syllabus.

Class Policy on Electronic Devices: All electronic devices must be turned off during class time. You will have an opportunity to check messages, make phone calls, etc., during break.

Class Participation: Class participation is **HIGHLY** recommended. The course is designed to be interactive. Your final grade will include your class participation.

Course Outline: A copy of the syllabus will be posted on Blackboard. Please check blackboard on a consistent basis for any announcements, updates or notes.

Class Dates:	Topics/Assignments:
September 8, 2014	Review Class Syllabus Review Chapter 1 - What is Strategy & Why is it Important? Assignment - complete question #2 (Assurance of learning exercise)
September 15, 2014	Read - Chapter 2 – Charting a Company's Direction Assignment – Locate a vision statement of a company (your choice), check to see if the vision statement chosen is in compliance with the dos and don'ts set forth in Table 2.1 page 24. Be prepared to share your vision statement and findings of compliance/non-compliance.

September 22, 2014	Read - Chapter 3 – Evaluating a Company’s External Environment Assignment - Complete question #2 (Assurance of learning exercise).
September 29, 2014	Read - Chapter 4 – Evaluating a Company’s Resources, Capabilities & Competitiveness . CASE STUDY SELECTION DEADLINE. Assignment – Complete question #3 (Assurance of learning exercise). Test 1 – Chapters 1 through 3
October 6, 2014	Read - Chapter 5 – The Five Generic Competitive Strategies Assignment – Based on the 5 Generic Competitive Strategies, list a company that you believe match each strategy and why you believe the company belongs in the strategy chosen.
October 13, 2014	Read - Chapter 6 – Strengthening a Company’s Competitive Position Assignment – Research a company that outsources. Be prepared to answer the questions 1.) What is being outsourced? 2.) What are the pros and cons of outsourcing for this company?
October 20, 2014	Read Chapter 7 – Strategies for Competing in International Markets Assignment – Complete question #3 (Assurance of learning experience) Test 2 – Chapters 4 through 6
October 27, 2014	Read - Chapter 8 – Corporate Strategy Assignments – Complete question # 3 (Assurance of learning exercise) – Walt Disney Company
November 3, 2014	Read - Chapter 9 – Ethics, Corporate Social Responsibility, Environmental, etc. Assignment - Choose a company you would like to put through the test of “The five Components of a Corporate Social Responsibility Strategy” (page 311). List the reason you believe the company complies or is non-compliant with the five components listed. May require a limited amount of research on the company of choice.
November 10, 2014	Read - Chapter 10 – Building an Organization Capable of Good Strategy Execution Test 3 – Chapters 7 through 9
November 17, 2014	Read - Chapter 11 – Managing Internal Operations Assignment – Complete question # 2 (Assurance of learning exercises). Six Sigma exercise
November 24, 2014	Read - Chapter 12 – Corporate Culture and Leadership Assignment – Complete question # 4 (Assurance of learning exercises). Johnson & Johnson/review core values and corporate culture. Allow students to ask questions about Case Study due 12/8.
December 1, 2014	Work on Case Study Presentations in Class - Library
December 8, 2014	Presentation of Case Studies Review for Final Exam
December 15, 2014	Final Exam – Chapters 1 through 12

Case Study Assignment due December 2nd

- 1.) Choose a case study from the list located in the back of the textbook. Only one case study topic can be worked on by an individual student, therefore, please select your case study by September 29, 2014. If a student fails to select a case study topic by this date, one will be selected for the student. You will be required to present your case in person. You will have 10-15 minutes to provide the class with the pertinent information discovered about your case.

2.) Be prepared to answer the following questions about your company

- Provide brief history of the company
- Provide mission and vision statement of the company
- Discuss current strategies (How well is the company's present strategy working? Does the industry offer attractive opportunities for growth? Categorize the company using the five generic competitive strategies? Is this company currently competing in International Markets? If no, why do you think that is? Is the company building shareholder value? Is the company acting in an ethical standard? If yes, provide examples, if no, provide examples. What is the corporate culture of the company and core values?)
- Discuss strength of the organization based on review of the financials
- Provide strategic recommendations. At least 3 are required.

A formal Rubric will be posted on blackboard which will assist students to follow for grading purposes.

3.) The case study should be no more than 10 pages in length, double-spaced. Use APA format. Please remember if using other sources than the text book, include a reference page and cite appropriately. NO PLAGERISM ALLOWED!

Student Success Center:

The Student Success Center supports Calumet College of St. Joseph students through an interactive learning experience. Students work with tutors to develop course competencies and study skills such as time management, test preparation, and note taking. In addition, students are provided with tutoring support to help pass courses, to improve grade point average, and to promote continuing education and career advancement. Tutors have a specific charge: to help students learn how to master specific subject matter and to develop effective learning skills. The Student Success Center is open to all students at Calumet College of St. Joseph at no charge and is available to support academic courses at the introductory and advanced levels. For assistance, please contact the Student Success Center at 219 473-4287 or stop by room 413.

The Supplemental Instruction (SI) Program is an academic support program designed to increase student performance and retention. The SI Program provides peer-assisted study sessions to aid students in academic courses that often prove challenging. Weekly study sessions are led by a supplemental instructor, a "peer facilitator" who helps students master course content and practice effective study skills. In SI sessions, students are provided with an opportunity to review lecture notes, clarify difficult concepts, discuss ideas, and study for tests in group settings. SI sessions are for students who need or want supplemental instruction in courses in which SI support is provided. Students may attend as many sessions as they deem helpful. For more information regarding the SI Program, contact the Academic Support Programs Office at 219 473-4352.

Statement of Plagiarism:

If an instructor or other Calumet College of St. Joseph personnel find that a student has plagiarized or been involved in another form of academic dishonesty, the instructor or other personnel may elect to bring the matter up for judicial review. The maximum penalty for any form of academic dishonesty is dismissal from the College. The procedures for judicial review are listed under the section of CCSJ handbook that addresses student grievances.

PLEASE NOTE: All papers can and may be submitted for checks on plagiarism from the Internet/Electronic sources/Databases.

Citation Guidelines:

Calumet College of St. Joseph uses citation guidelines, generally MLA or APA format, to document sources quoted or paraphrased in student papers. Check the syllabus for each course to see what each instructor requires. The

Library has reference copies of each manual; the Bookstore has copies for sale when required by the instructor. In addition, there are brief MLA and APA checklists in your spiral "Student Handbook and Planner" and on the Library website and literature rack. These texts show how to cite references from many sources, including electronic media, as well as how to space and indent the "Works Cited" and "References" pages respectively. EBSCO and ProQuest articles provide both formats for you to copy and paste. Proper documentation avoids plagiarism.

Withdrawal from Classes Policy:

After the last day established for class changes has passed (see College calendar), students may withdraw from a course in which they are registered and wish to discontinue. A written request detailing the reason(s) for the withdrawal must be completed with the Office of Academic Advising and filed with the Registrar. The Office of Academic Advising must receive written request for withdrawal by the last day of classes prior to the final examination dates specified in the catalogue. Written requests should be submitted in person or, when an in-person visit is not possible, may be mailed to the Office of Academic Advising, emailed, or faxed to 219-473-4336. Students are to make note of the refund schedule when withdrawing from courses. If the request requires instructor approval per the College calendar, it must be forwarded to the faculty member, who makes the final determination to accept or deny the request.

If the request is honored by the faculty member, the student will receive notification of official withdrawal from the Registrar after meeting or speaking with a member from Academic Advising, Financial Aid and Athletics (if applicable). These departments will notify the student of academic, financial, and athletic eligibility effects of a possible withdrawal.

If the request is denied by the faculty member, the notification will indicate why the withdrawal is disallowed. Please note that if the request does not require instructor approval, the student must still meet or speak with a member from Academic Advising, Financial Aid and Athletics (if applicable) before the withdrawal will be processed.

An official withdrawal is recorded as a "W" grade on the student's transcript. Discontinuing a course without a written request for withdrawal automatically incurs an "FW" grade for the course (see Refund Schedule). Failure to Withdraw (FW) is indicated when the student does not complete withdrawal paperwork with the Office of Academic Advising nor does the student notify the instructor of their intent to withdraw due to an illness, accident, grievous personal loss, or other circumstances beyond the student's control. This grade is submitted by the instructor at the end of term.

Disability Services:

Disability Services strives to meet the needs of all students by providing academic services in accordance with Americans Disability Act (ADA) guidelines. Students must meet with the Coordinator of Disability Services to complete an intake form in order to request an accommodation and/or an auxiliary aid (e.g., *additional time for tests, note taking assistance, special testing arrangements, etc.*). It is the student's responsibility to contact the Academic Support Programs Office to request an accommodation at least one month prior to enrollment for each academic term. Students who are requesting an accommodation and/or an auxiliary aid must submit documentation from a professional health care provider to verify eligibility under Section 504 of the Rehabilitation Act of 1973 and/or the Americans with Disabilities Act of 1990. The cost of obtaining the professional verification is the responsibility of the student.

If a student believes that he or she needs a "reasonable accommodation" of some kind because of a physical, psychological, or mental condition, he or she should contact Disabilities Services. The Coordinator will secure documentation pertinent to the disability and work with faculty and staff, if necessary, to address the matter. All questions and inquiries pertaining to disability services should be directed to the Disability Services Coordinator at 219-473-4349.

CCSJ Alert:

Calumet College of St. Joseph utilizes an emergency communications system that transmits messages via text, email, and voice platforms. In the event of an emergency, of weather related closings, or of other incidents, those

students who are registered for the system shall receive incident specific message(s) notifying them of the situation. Please sign-up for this important service at any time on the College's website. Alternatively, you can register at the time you register for classes. This service requires each user to register once per academic year. Therefore, at the beginning of each academic year, please remember to re-register for the system. This can be done at:

<http://www.ccsj.edu/alerts/index.html>.

School Closing Information:

CCSJ Alerts:

An emergency communications system that transmits messages via text, email, and voice platforms. Please sign-up for this important service at any time on the College's website. This can be done at: <http://www.ccsj.edu/alerts/index.html>.

Internet:

<http://www.ccsj.edu>

<http://www.EmergencyClosings.com>
Facility: Calumet College of St. Joseph
Phone: 219.473.4770

Radio:

WAKE – 1500 AM
WGN - 720 AM
WIJE – 105.5 FM
WLS – 890 AM
WZVN – 107.1 FM
WBBM NEWS RADIO 78

TV Channels:

2, 5, 7, 9, 32