



Your University of Choice

## COURSE SYLLABUS

Term: Fall 2018

### **ORMN 460: Strategic Management**

#### **Instructor Information:**

<b>Instructor Name</b>	Jeannine M. Pellettiere
<b>Office Number:</b>	
<b>Phone Number:</b>	708-828-7656
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<b>Other Contact :</b>	<a href="mailto:Jeannine126@comcast.net">Jeannine126@comcast.net</a>
<b>Hours Available:</b>	Arranged
<b>Instructor Background:</b> B.A. History, Quincy University, B.G.S. (concentration in Business & Economics), Indiana University Northwest, M.P.A., Roosevelt University. The instructor has held various positions in the Chicago legal community for over 40 years and was most currently the Legal Administrator for Donohue Brown Mathewson & Smyth LLC. She currently owns an HR consulting firm, OpenWindows LLC.	

#### **Course Information:**

<b>Course Time:</b>	<b>Tuesdays: November 13, 20, and 27 and December 4 and 11. 6:00-10:00 p.m. Merrillville, IN</b>
<b>Classroom:</b>	300
<b>Prerequisites:</b>	<b>None</b>
<b>Textbook:</b>	Strategic Management: A Competitive Advantage Approach E/14. Fred R. David. Person Publishing 2013.

#### **Learning Outcomes/ Competencies:**

Students in this course will learn the nature of strategic management by:

- Strategy formulation by analyzing, creating, and altering business vision and mission statements
- Analyzing external assessments by identifying pertinent economic, environmental, political, governmental, legal, technological and competitive forces using forecasting tools and techniques.
- Analyzing internal assessments with management: marketing, accounting, production, research and development, information systems, value chain analysis (VCA) and internal factor matrix (IFM)
- Comprehensive implementation of strategies by identifying objectives, policies, resource allocation and managing conflicts

- Recognizing the value of ethics, social responsibility, and environmental sustainability in the global business climate
- Preparing a written and oral strategic case management analysis

**This course will meet the following learning objectives for the Organization Management Program:**

1. Demonstrate knowledge of the historical and philosophical foundations of various management and leadership models and be able to apply such models in an organizational setting.
2. Be able to articulate a personal philosophy of management and apply that philosophy in actual organizational settings.
3. Be able to apply research skills and appropriate quantitative methods in order to evaluate and address real world problems in organizations.
4. Be able to critically and reflectively evaluate and engage in ethical issues in Organization Management, particularly questions of social responsibility and professional decision-making.
5. Be able to create a logical argument and communicate ideas at a professional level both orally and in written form.

**Course Description:** Analyzing a company's matrix and their competitors through extensive an SWOT analysis

**Learning Strategies:** Course readings, lectures, critical thinking exercises, and submitted homework

**Experiential Learning Opportunities:** Includes analyzing a Fortune 500 company's financials, marketing, and projects and delivered in a 20 to 30 - minute presentation.

<b>Assessments:</b>		
<b>Homework assignments</b>		50% of grade
<b>Case Analysis &amp; Presentation</b>		30% of grade
<b>Attendance &amp; participation</b>		20% of grade
<b>Assignments</b>	<b>Description</b>	<b>Due Date</b>

	<b>COURSE SCHEDULE:</b>	
<b>Read Chapters 1-3</b>	Learning Ex. 2A p 56	November 13
	Learning Ex 3B p 88	
	<b>Please be sure to pick only 1 of the 5 Disney divisions</b>	
<b>Read Chapters 4-6</b>	Learning Ex. 4B p 128. <b>Pick the same division as above.</b> Learning Ex. 6B p 204	November 20
<b>Read Chapters 7-9</b>	Learning Ex. 7C; Learning Ex. 8B p282 Learning Ex 9B p.307	November 27
<b>Read Chapters 10-11</b>	Learning Ex. 10B p.326; Learning Ex.11A p.355	December 4
<b>Case Analysis and Presentation</b>		December 11

**Grading Scale:**

A: 100 - 93      B+: 89 - 88      C+: 79 - 78      D: 60-69      F: 59 & below  
A-: 92 – 90      B: 87 – 82      C: 77 - 72  
B-: 81 – 80      C-: 71 – 70

<b>Responsibilities:</b>	
<b>Attending Class</b>	You cannot succeed in this class if you do not attend. We believe that intellectual growth and success in higher education occur through interaction in the classroom and laboratories. Being absent doesn't excuse you from doing class work; you have <b>more</b> responsibilities to keep up and meet the objectives of this course.  <b><u>Arriving more than 10 minutes late or leaving early from a class, results in receiving half the attendance points for that class.</u></b>
<b>Turning in Your Work</b>	All work is due at the beginning of the class. Late assignments will lose one grade for every week the assignment is late.
<b>CCSJ Student Honor Code</b>	This course asks students to reaffirm the CCSJ Student Honor Code:  I, as a student member of the Calumet College academic community, in accordance with the college's mission and in a spirit of mutual respect, pledge to:

	<ul style="list-style-type: none"> <li>Continuously embrace <b>honesty and curiosity</b> in the pursuit of my educational goals;</li> <li>Avoid all behaviors that could impede or distract from the academic progress of myself or other members of my <b>community</b>;</li> <li>Do my own work with <b>integrity</b> at all times, in accordance with syllabi, and without giving or receiving inappropriate aid;</li> </ul> <p>Do my utmost to act with commitment, inside and outside of class, to the goals and <b>mission</b> of Calumet College of St. Joseph.</p>
<b>Using Electronic Devices</b>	Electronic devices can only be used in class for course-related purposes. If you text or access the Internet for other purposes, you may be asked to leave, in which case you will be marked absent.
<b>Participating in Class</b>	You must be on time, stay for the whole class and speak up in a way that shows you have done the assigned reading. If you are not prepared for class, you may be asked to leave, in which case you will be marked absent.
<b>Doing Your Own Work</b>	<p>If you turn in work that is not your own, you will be subject to judicial review by the Faculty-Student Grievance Committee. These procedures can be found in the Student Planner. The maximum penalty for any form of academic dishonesty is dismissal from the College.</p> <p>Using standard citation guidelines to document sources avoids plagiarism. You'll find guides to the major citation methods at the CCSJ Specker Library Web page at <a href="http://www.ccsj.edu/library/subjectsplus/subjects/guide.php?subject=cite">http://www.ccsj.edu/library/subjectsplus/subjects/guide.php?subject=cite</a></p> <p><b>PLEASE NOTE:</b> All papers may be electronically checked for plagiarism.</p>
<b>Sharing Your Class Experience</b>	At the end of the term, you will have the opportunity to evaluate your classroom experience. These confidential surveys are <b>essential</b> to our ongoing efforts to ensure that you have a great experience that leaves you well prepared for your future. Take the time to complete your course evaluations – we value your feedback!
<b>Withdrawing from Class</b>	After the last day established for class changes has passed (see the College calendar in the CCSJ Course Catalog), you may withdraw from a course by following the policy outlined in the Course Catalog.

<b>Resources</b>	
<b>CCSJ Book Rental Program</b>	The CCSJ Book Program ensures that everyone has the right course materials on the first day of class to be successful. You pay a book rental fee each semester, and in return, receive all the materials for all your classes prior to the beginning of classes. At the end of the semester, simply return the books. For traditional students, the Book Rental Program is conveniently located in the library, where students can pick up and return their books. For students in accelerated programs and graduate programs, books will be delivered to their homes and they can return them by mail. For more information, see <a href="http://www.ccsj.edu/bookstore">http://www.ccsj.edu/bookstore</a> . <b>All books must be returned at the end of the semester or you will incur additional fees, which will be charged to your student account.</b>

<b>Student Success Center:</b>	The Student Success Center provides faculty tutors at all levels to help you master specific subjects and develop effective learning skills. It is open to all students at no charge. You can contact the Student Success Center at 219 473-4287 or stop by the Library.
<b>Disability Services:</b>	Disability Services strives to meet the needs of all students by providing academic services in accordance with Americans with Disabilities Act (ADA) guidelines. If you believe that you need a “reasonable accommodation” because of a disability, contact the Disability Services Coordinator at 219-473-4349.
<b>Student Assistance Program</b>	Through a partnership with <b>Crown Counseling</b> , Calumet College of St. Joseph provides a free Student Assistance Program (SAP) to current students. The SAP is a confidential counseling service provided to students for personal and school concerns which may be interfering with academic performance and/or quality of life. The SAP counselor is available on campus once a week and off-site at the Crown Counseling offices in Crown Point or Hammond. For more information, <b>contact Kerry Knowles SAP Counselor</b> , at 219-663-6353 (office), 219-413-3702 (cell), or <a href="mailto:kerryk@crowncounseling.org">kerryk@crowncounseling.org</a> .
<b>CCSJ Alerts:</b>	Calumet College of St. Joseph’s emergency communications system will tell you about emergencies, weather-related closings, or other incidents via text, email, or voice messages. Please sign up for this important service annually on the College’s website at: <a href="http://www.ccsj.edu/alerts/index.html">http://www.ccsj.edu/alerts/index.html</a> .