



KELCE
COLLEGE OF BUSINESS
Pittsburg State University

Course Syllabus:
Business Strategy, 690-02
Room 208 Kelce
TTH: 11 a.m. – 12:15 p.m.
Spring, 2023
Office Hours: 8:00 am – 9:00 am,
MWF; 8:00 am – 9:30 am, TTH.
Also, by appointment.

Instructor: Mrs. Mary Judene Nance, MBA
E-mail: mjnance@pittstate.edu

TEXTBOOK

“Strategic Management, Text & Cases,” 10th Edition; Dess, McNamara, Eisner, & Lee. McGraw Hill Education.

COURSE DESCRIPTION: Strategic management deals with how a firm’s management pursues a sustained competitive advantage through an understanding of the relationship between the firm and its environment. The study of strategic management is intended to provide you with the foundations of successful general management, primarily the domain of the chief executive officer (CEO) and top-management team (TMT). All general managers are concerned with acquiring needed resources, market acceptance of the firm’s product, and competitors’ actions. Although much of the course content is focused on large, publicly traded firms (e.g., Fortune 500 companies), much of what we will study is applicable to any business organization from one-person small businesses to the large multidivisional, global firms that are our main focus of study.

A strategic orientation encompasses the organization as a whole and its position within the external environment, consisting largely of other organizations. Thus, strategic management is concerned with the behavior *of* firms rather than individual human behavior *within* firms. The dynamic competitive environment of the 21st century requires a broad understanding of human knowledge and an ability to integrate seemingly disparate concepts into a coherent framework. It requires integrating the knowledge from your business and other university courses such as finance, accounting, marketing, and organizational behavior as well as your general education courses.

Integrating the diverse knowledge required in business involves developing a clear sense of the firm's relationship with its environment and making decisions designed to move the firm toward achieving environmental fit. To do this, managers must rely heavily on analytic and conceptual skills, hard work, and a keen devotion to survival of the organization. We will rely on the course textbook and the analysis of existing firms to develop the analytic and conceptual skills; the hard work and devotion to success depend on your efforts.

PREREQUISITE: MGMKT 327 Organizational Theory & Behavior, MGMKT 330 Principles of Marketing, ECON 326 Business Finance, and senior standing.

COURSE OBJECTIVES: After completing this course, students should be able to:

1. Define and describe the strategic management process (Written/Oral Communication, Business Knowledge).



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2. Apply knowledge and skills gained in other courses to make business decisions (Critical Thinking, Business Knowledge).
3. Analyze business problems and develop recommendations to management (Critical Thinking, Business Knowledge, Ethics).

COURSE OUTLINE:

Although we will try to stay close to this schedule, the topics may be changed at the discretion of the instructor:

Jan. 17: Introduction.

Jan. 19: Milton Friedman Article/Overview of Strategic Analysis Report

Jan. 24, 26 & 31: Chapter #1, “Strategic Management: Creating Competitive Advantages.”

Feb. 2: “What is Strategy?”

Feb. 7: Speaker and Amazon Article assignments.

Feb. 9, 14 & 16: Chapter #2, “Analyzing the External Environment of the Firm.”

Feb. 21: Review of Axe Library resources (meet at Axe Library).

Feb. 23: EXAM #1.

Feb. 28 & March 2: Chapter #3, “Assessing the Internal Environment of the Firm.”

March 6: Major Field Test

March 7: Chapter #3, “Assessing the Internal Environment of the Firm.”

March 9: No lecture. You may work on your group projects.

March 13-17: NO CLASS. SPRING BREAK

March 21, 23 & 28: Chapter #5 “Business Level Strategy.”

March 30: EXAM #2

April 4 & 6: Chapter #6, “Corporate Level Strategy.”

April 11 & 13: Chapter #7, “International Strategy.”

April 18 & 20: Chapter #8, “Entrepreneurial Strategy & Competitive Dynamics.”

April 25, 27 & May 2, 4: Final group presentations.

Week of May 8: EXAM #3: Chapters 6-8.

TEACHING METHODS: Lecture and discussion. An atmosphere is preferred wherein the student is not afraid to participate, ask questions, and is willing to communicate with fellow students and the instructor.

CLASS ATTENDANCE: In the PSU University Catalog, the following statements are made: "Students at Pittsburg State University are expected to attend class regularly and participate fully in the activities of that class under the guidance of a university instructor." Tardiness is



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discouraged and will be viewed as being rude and inconsiderate of fellow students and the instructor.

No children will be permitted to sit in class. No exceptions.

Should attendance start to drop off, the professor reserves the right to give a “pop quiz” for extra credit to those in attendance that day.

Classroom Conduct

I expect you behave as a professional whether working with clients, colleagues, or faculty (including me). This is an opportunity for you to develop and practice the habits necessary for a successful career.

Electronic Devices

I expect you to be fully engaged when we meet. Thus, unless otherwise specified, ***NO*** electronic devices are to be used in class—no laptops, tablets, or phones. I will ask you publicly to turn them off. If I have to repeatedly do so, you will lose points. I particularly abhor texting during class. If you insist upon disregarding this policy, I will do one of the following: **fail you on the final exam, drop your final course grade by at least one letter grade, or drop you from the class**

Students with Disabilities

Please inform the instructor if you have a learning or physical disability that interferes with course requirements. Assistance and/or appropriate accommodations may be available through the contacts listed on the current Syllabus Supplement.

Course Evaluation Methods

Written Assignments/Homework: There are several homework exercises that I will ask you to complete throughout the course. You will be able to access most of these through links in Canvas. Exercises are due by the assigned date and time, and it is your responsibility to see that they are submitted on time. Assignments submitted one day late (i.e., the calendar date after the due date) may be accepted for half credit. Otherwise, late assignments will receive no credit.

All homework must be typed and professional in appearance.

The instructor has a mailbox in room 110. Students may, if necessary, turn homework in to the mailbox. However, students **must** obtain a departmental stamp from the office workers in room 110 that specifies the time and date in which the homework was turned in. If the homework in the mailbox does not have a departmental stamp, no credit will be given for the assignment. It is the responsibility of the student, not Kelce staff members, to ensure that the stamp is received

Project: The term project will guide the student through various aspects of developing a formal business presentation. This will be a group project. Team members will evaluate each other on their contribution to the project.



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Material Required: Textbook; computer/laptop with Internet access; #2 pencil; and a Scantron answer sheet (Form No. 882-ES) for each exam.

Exams: Four examinations worth 100 points each. Exams will consist of three (3) exams (which will consist of multiple-choice and true/false questions, and will cover both lecture material, assigned textbook material, and any handouts) and the Major Field Test (MFT). You will be allowed to drop your lowest exam score. I will try to follow the exam schedule indicated on this syllabus as much as possible. Occasionally, test dates may be changed. These changes will be announced in class. Permission to miss or delay an exam must be obtained prior to exam period (**this does not apply to the Major Field Test**). You must e-mail me with your request and reason and I will respond back to you via e-mail. Ten (10) points will be deducted from the score of the make-up exam if permission is not gained beforehand. Only one (1) make-up exam, per student, will be allowed for the semester (**this does not apply to the course final nor the Major Field Test**).

Quizzes: Quizzes will be given randomly throughout the semester over materials discussed in class. Most quizzes will be worth 10 points each. These quizzes will be announced one class period in advance. There will not be any make up dates for quizzes. You will be allowed to drop one quiz score.

Grading Procedure: A total of 690 points is possible. Your grade will be based upon the following: 90% - 100% = A; 80% - 89% = B; 70% - 79% = C; 60% - 69% = D; below 60% = F.

Homework	125 points
Exams	300 points
Project	100 points
Quizzes	110 points
Peer Evaluation	<u>30 points</u>
Participation	<u>25 points</u>
	690 Points Possible

Note:

The instructor reserves the right to amend and to reorganize this syllabus at any time.



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Academic Integrity

All Pitt State students are bound by the academic integrity policies of the university as described and outlined in the current Syllabus Supplement. Please familiarize yourself with these rules and guidelines. In addition, as a course offered through the Kelce College of Business, students in this class are obligated to adhere to the college's Student Code of Ethics as outlined below.

Students pledge to:

- Arrive on time, remain until dismissed at all class sessions, and notify instructors in advance of anticipated absences, late arrivals, or early departures whenever possible.
- Turn off cell phones or other electronic devices while in class, unless permission to use them has been granted.
- Refrain from class disturbances.
- Refrain from use of profane or vulgar language in a threatening or disruptive manner.
- Treat fellow students, staff, faculty, administrators, and property with respect.
- Refrain from giving or receiving inappropriate assistance.
- Prepare assignment and exams honestly, refraining from such unacceptable conduct as plagiarism or unacknowledged appropriation of another's work in any academic work.
- Obey the policies, regulations, and laws of the United States of America, the State of Kansas, The Kansas Board of Regents, Pittsburg State University, and the Gladys A. Kelce College of Business.