



KELCE
COLLEGE OF BUSINESS
Pittsburg State University

Course Syllabus:
Business Strategy, 690-99
SP23

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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.

TEXTBOOK: Strategic Management, Text & Cases, 10th Edition, Dess, McNamara, Eisner, Lee. McGraw Hill Education.

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

1. Define and describe the strategic management process (Written/Oral Communication, Business Knowledge).
2. Apply knowledge and skills gained in other courses to make business decisions (Critical Thinking, Business Knowledge).



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3. Analyze business problems and develop recommendations to management (Critical Thinking, Business Knowledge, Ethics).

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.

All homework must be typed and professional in appearance.

Project: The term project will guide the student through various aspects of developing a strategic analysis. This will be an individual project.

Material Required: LockDown Browser + Webcam Requirement

This course requires the use of LockDown Browser and a webcam for online exams. The webcam can be the type that's built into your computer or one that plugs in with a USB cable. Watch this brief video to get a basic understanding of LockDown Browser and the webcam feature.

<https://www.respondus.com/products/lockdown-browser/student-movie.shtml>

Download Instructions

Download and install LockDown Browser from this link:

<https://download.respondus.com/lockdown/download.php?id=222834449>

Once Installed

- Start LockDown Browser
- Log into Canvas
- Navigate to the quiz

Note: You won't be able to access a quiz that requires LockDown Browser with a standard web browser. If this is tried, an error message will indicate that the test requires the use of LockDown Browser. Simply start LockDown Browser and navigate back to the exam to continue.

Guidelines

When taking an online quiz, follow these guidelines:

- Ensure you're in a location where you won't be interrupted
- Turn off all other devices (e.g. tablets, phones, second computers) and place them outside of your reach
- Before starting the test, know how much time is available for it, and also that you've allotted sufficient time to complete it



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- Clear your desk or workspace of all external materials not permitted - books, papers, other devices
- Remain at your computer for the duration of the test
- If the computer, Wi-Fi, or location is different than what was used previously with the "Webcam Check" and "System & Network Check" in LockDown Browser, run the checks again prior to the exam
- To produce a good webcam video, do the following:
 - Avoid wearing baseball caps or hats with brims
 - Ensure your computer or device is on a firm surface (a desk or table). Do NOT have the computer on your lap, a bed, or other surface where the device (or you) are likely to move
 - If using a built-in webcam, avoid readjusting the tilt of the screen after the webcam setup is complete
 - Take the exam in a well-lit room, but avoid backlighting (such as sitting with your back to a window)
- Remember that LockDown Browser will prevent you from accessing other websites or applications; you will be unable to exit the test until all questions are completed and submitted

Getting Help

Several resources are available if you encounter problems with LockDown Browser:

- The Windows and Mac versions of LockDown Browser have a "Help Center" button located on the toolbar. Use the "System & Network Check" to troubleshoot issues. If an exam requires you to use a webcam, also run the "Webcam Check" from this area
- Contact Gorilla Geeks.
- Respondus has a Knowledge Base available from support.respondus.com. Select the "Knowledge Base" link and then select "Respondus LockDown Browser" as the product. If your problem is with a webcam, select "Respondus Monitor" as your product
- If you're still unable to resolve a technical issue with LockDown Browser, go to support.respondus.com and select "Submit a Ticket". Provide detailed information about your problem and what steps you took to resolve it

Quizzes: Quizzes will be given randomly throughout the semester over class materials. Most quizzes will be worth 10 points each. There will not be any make up dates for quizzes.

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

Note:

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



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Codes of Ethics

The Students of the Gladys A. Kelce College of Business Shall:

- Refrain from class disturbances.
- Arrive on time and remain until dismissed at all class sessions and to 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.
- Prepare for and participate in all classes.
- Treat fellow students, staff, faculty and administrators with respect.
- Prepare assignments and exams honestly.
- Avoid plagiarism or unacknowledged appropriation of another's work in any academic work.
- Refrain from giving or receiving inappropriate assistance.
- Dress appropriately, avoiding clothing that is revealing, provocative, or includes offensive language or visuals. Dress as a professional when appropriate at ceremonies and interviews.
- Respect University property and use resources in the most effective and efficient manner.
- Be fair and constructive in the evaluation of faculty.
- 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.