

MGMT 0325 005

Strategy and Policy Fall 2017

INSTRUCTOR: Raymond Wilson
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OFFICE HOURS: MW 12:00-1:00 PM
TEXTBOOK: Strategic Management, Competitiveness & Globalization, 12E
By Hitt, Ireland and Hoskisson
ISBN: 978-1-305-50214-7

COURSE OBJECTIVES.

The main objective is to provide the student with a context in which to think about key aspects of conducting business at the executive level in a truly global economy.

Topics to be covered fall into three main groups:

1. Strategic Management Inputs:

- Strategic Management and Strategic Competitiveness
- External Environment, Threats and Opportunities
- The Internal Organization

2. Strategic Actions: Strategy Formulation:

- Business Level Strategy
- Competitive Rivalry and Competitive Dynamics
- Corporate Level Strategy
- Mergers and Acquisition Strategies
- International Strategy
- Cooperative Strategy

3. Strategic Actions: Strategy Implementation:

- Corporate Governance
- Organizational Structure and Controls
- Strategic Leadership
- Strategic Entrepreneurship

Grading: Your course grade will be assessed as follows:

Exam #1	20%
Exam #2	20%
Exam #3	20%
Weekly Assignments	40%

A significant part of this course involves the weekly assignments, hence the weight given to them. You will be expected to think as an executive and present your ideas based upon the context of cases.

Attendance Policy

Because the weekly assignments are given the importance shown above, you are expected to participate every week.

Honesty Policy

Academic honesty is expected of all members of the academic community. Academic dishonesty includes cheating on examinations, plagiarism, fabrication, multiple submissions of a single paper, interference with use of materials, facilitating academic dishonesty, improper use of human and animal subjects, and failure to report incidents of academic dishonesty. Violations may result in failure of the assignment, failure of the course, or suspension or dismissal from the university.