

COBA Plan For Senior Year Integrative Capstone Course

MGMT 439 Strategic Management has been the capstone for all COBA majors for many years. It is the natural course for serving as the senior year integrative capstone course.

The following table summarizes the requirements approved by the UGEC and UUAC and how this course meets those requirements.

Senior Year Integrative Capstone Course Requirement	How Requirement is Met in MGMT 439
Learning Outcomes: Students will demonstrate: • integrative thinking between business and the broader liberal arts curriculum. • ability to frame questions, perform critical analysis, and produce quality work related to business. • ability to think critically, globally and missionally about business.	• Students are required to integrate diverse areas of their education as they practice business decision-making in the context of a broad perspective that extends well beyond financial considerations. • The primary focus of the course is strategic analysis; hence many of the daily activities involve collecting, analyzing, and applying situation-specific data. In addition, four class days (as well as multiple out-of-class assignments) focus directly on the general use of critical thinking tools and techniques. • The major paper requires students to address contemporary business issues in light of global and missional issues.
Specific elements: • 2000 word paper worth $\geq$ 10% of course grade including citation of at least 5 appropriate research sources • Assignment that demonstrates student's ability to think critically about faith and vocation in business. • A skills and accomplishments inventory summarizing the student's accomplishments, activities, service, leadership, internships, etc.	• A 2000-word business plan comprehensively describing the rationale for and execution of a new business. This paper will include at least 5 sources and is worth approximately 12% of the course grade (syllabus item e). • A 750-word paper addressing an assigned current topic in business, including ethical and spiritual issues. Students will explore the possible positions and take one (syllabus item d). • With the help of the college career center students will develop a resume and a supporting list of other activities (syllabus item f).

ACU COLLEGE OF BUSINESS ADMINISTRATION
COURSE SYLLABUS
MGMT 439: STRATEGIC MANAGEMENT
FALL 2013



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“To glorify God by creating a distinctively Christian environment in which excellent teaching, combined with scholarship, promotes the intellectual, personal, and spiritual growth of business students, and educates them for Christian service and leadership throughout the world.”

The COBA Mission Statement

MGMT 439 Strategic Management (3-0-3), fall, spring. Formulation and interpretation of policy, executive responsibilities, and decision-making; administrative practices and business ethics. Capstone and a writing-intensive course.

Contribution of Course to Overall Business Perspective: This course provides an opportunity to integrate distinct knowledge areas and apply them as part of a complete problem-solving methodology. This course facilitates the transition from highly structured problem-solving and skill acquisition to the more realistic world of ambiguous problems and poorly defined solutions.

Contribution of Course to the Development of Communication Skills: The ability to organize and express ideas in a professional style is critical to business success today. Does anyone ever read this generic information? Let me know. This course will require both oral and written communication. All written work should be completed to professional standards of neatness and format.

Contribution of Course to Christian Service and Leadership: This course will engage students in an examination of personal ethical standards and ask them to apply these values to business situations.

For the LORD gives wisdom, and from his mouth come knowledge and understanding.

Proverbs 2:6

Goals for Student Competency: As a result of completing this course, students will:

- Examine strategic thinking approaches and methodologies including SWOT analysis and Porter's 5 Forces Model.
- Understand business ethics and its importance in organizational leadership.
- Demonstrate proficiency in obtaining and interpreting relevant data and information in order to inform business decisions.
- Integrate and apply concepts learned in class through case analysis and simulation.

Text & Software:

Strategic Management: Competitiveness and Globalization, Concepts, 10e (Hitt, Ireland Hoskisson)
Cengage Learning Write Experience 2.0 (software license)

Course Policies and Important Notes:

Ethics: Academic integrity and honesty are expected. *If you cheat or are discovered making plans to cheat in any aspect of this course, you will receive an F in the course.* ACU policy:
http://www.acu.edu/campusoffices/studentlife/documents/Acad_Integ_Policy_Fa.pdf

Disabilities: Please inform me by the second class period if you need accommodation for any type of disability.

Withdrawing from Class: To drop a course you must complete required paperwork with your advisor.

Attendance: As seniors you are responsible for your attendance. Missed homework or in-class work is not made up, regardless of the reason. You may request a writing topic (worth 10 points) to offset missed work. You may write up to one topic per week, four topics per half-semester, and seven topics for the entire course. *No writing topics will be assigned after week 13.* Writing is due 72 hours after being assigned; *poor quality work will be assigned a grade of 1 and may not be made up* so double-check what you submit.

Exams: You must contact me prior to missing the midterm in order to make it up; make-up exams will be primarily essay. You must document a legitimate medical or family emergency, school excused activity, or job interview in order to make up the exam.

Fall 2013

Date	Week	Tuesday	Thursday	Notes
Aug 27, 29	1	Intro	Writing Pre-Work	
Sep 3, 5	2	Ch 1 Strat Models	Ch 2 External Analysis	
Sep 10, 12	3	Critical Thinking 1	Critical Thinking 2	
Sep 17, 19	4	Ch 3 Internal Analysis	Ext + Int = SWOT	Summit (Sun-Wed)
Sep 24, 26	5	Ch 4 Business Level Strat	Ch 5 Competitive Dynamics	
Oct 1, 3	6	Personal Finance 1	Personal Finance 2	
Oct 8, 10	7	MFT (Major Field Test)	Writing 1	
Oct 15, 17	8	Writing 2	MID-TERM EXAM	
Oct 22, 24	9	Ch 6 Corporate Level Strat	Ch 6 (cont)	Fall Break
Oct 29, 31	10	Resume 1	Crit Thinking + Writing 3	Major paper due Thurs
Nov 5, 7	11	Crit Thinking + Writing 4	Ch 7 Mergers & Acquisitions	
Nov 12, 14	12	Ch 9 Cooperative Strategy	Ch 10 Governance	Minor paper due Thurs
Nov 19, 21	13	Ch 12 Strategic Leadership	Resume 2	Resume due Thurs
Nov 26, 28	14	Spiritual Integration 1	-----	Thanksgiving
Dec 3, 5	15	Spiritual Integration 3	Spiritual Integration 4	
May 5	16	FINALS WEEK	FINALS WEEK	

<u>Item</u>	<u>Points</u>	
a. Homework (27 @ 10)	270	
b. In-class work (27@10)	270	
c. Midterm, MFT, Final (3@100)	300	
d. Writing Exercises	100	
e. Major paper (50+100)	150	
f. Resume	50	
g. Participation	<u>50</u>	
TOTAL POSSIBLE:	1190 POINTS	
NOTE: These values are projected, and subject to change. If the total number of points changes, your course grade will be based on your percentage of the new total possible. Any changes will be announced in class or by email. (90%=A, 80%=B, 70%=C)		

Participation: Much of the learning in this class will take place during interactive class sessions. Your grade will be lowered if you are repeatedly tardy, if you are physically present but mentally absent, if your electronic device distracts you or others, if you are rude, disruptive, or generally disagreeable.

Homework & Quizzes: You will generally have homework before, and a quiz during, each class session.

Major Assignments:

You will create a **2000 word business plan**, including the rationale for the business, ethical considerations, and references that support your plans. The general outline must be approved by your instructor prior to completion. This paper will cover a topic mutually agreed upon with your instructor, and should demonstrate senior-level writing skills. It should include a minimum of 5 legitimate outside sources.

You will write a **750 word paper** addressing an issue that confronts Christians in business today. This paper will require you to critically assess the arguments being made, take a position, and support that position with outside sources. The topic will be assigned by your instructor.

With the help of COBA's Connections staff you will develop a **complete resume** suitable for a job search. In addition you will create a summary document that lists your **major activities** and interests while in school.

Other: This syllabus is your 'contract' for the semester. It is subject to change, and any changes will be announced in class or by email. Grades will be posted on Open Class. If the total number of points available should change, final grades will be based on a percentage of the new total.