

## **COURSE SYLLABUS**

### **MBA640 STRATEGIC PLANNING**

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#### **Course Description**

This course covers strategic planning and innovation by analyzing both the internal and external factors of the business environment. Managing change in internal processes and structures will be addressed. Emphasis is placed on the use of technology to support planning, implementation, and evaluation of strategic management techniques.

#### **General Course Information**

Number of Units/Weeks/Sessions	5/5/10
#Hours Lecture/#Hours Laboratory/#Hours HWs*	50/0/100
Prerequisite(s)	None
Co-requisite(s)	None
Course Developer(s)	Katherine McIlwain, M.A.
Date Approved / Last Review	Oct. 2010 / Aug. 2014

\*Homework Projects

#### **MBA Program Learning Outcomes**

- Create Strategic Plans
- Make Decisions that Adhere to Legal and Ethical Standards

#### **Learning Outcomes**

- Assess the impact of globalization on strategic management.
- Identify and discuss the various environments associated with strategic management.
- Identify and discuss various competitive tactics.
- Compare and contrast business and corporate strategy.
- Compare and contrast various issues of ethics and social responsibility pertaining to the strategic planning process.
- Demonstrate an understanding of how technology impacts strategy.

#### **Instructional Methods Employed in this Course**

- Lecture and reading assignments
- Hands-on exercises and labs
- Research
- Student presentations
- Peer-to-peer activities
- Small group discussions
- Whole class discussions
- Practical application of theory and skills in authentic design projects
- Build on prior knowledge and experience of students to enhance richness of class activities

## Information Resources for this Course

### ☐ **Textbook**

Hunger, J., and Wheelen, T. (2012). Strategic Management and Business Policy, Thirteenth Edition. Prentice-Hall. ISBN: 9780132153355

### ☐ **Other Materials**

Hunger, J., and Wheelen, T. (2007). Essentials of Strategic Management, Fourth Edition. Prentice-Hall. ISBN: 9780131485235

### ☐ **Web Site Readings**

1000 Ventures. Home Page.

[http://www.1000ventures.com/business\\_guide/mgmt\\_strategic.html](http://www.1000ventures.com/business_guide/mgmt_strategic.html)  
(Retrieved June 19, 2012)

All Business. Home Page.

<http://www.allbusiness.com/>  
(Retrieved June 19, 2012)

Quick MBA. Strategic Management.

<http://www.quickmba.com/strategy/>  
(Retrieved June 19, 2012)

Strategic Management Club. Home Page.

<http://www.strategyclub.com/>  
(Retrieved June 19, 2012)

Strategic Management Review. Home Page.

<http://www.strategicmanagementreview.com/ojs/index.php/smr/index>  
(Retrieved June 19, 2012)

Strategic Management Society. Home Page.

<http://strategicmanagement.net/>  
(Retrieved June 19, 2012)

## Table/Topics & Assignments

### **Types of Assignments:**

Lecture -

Considered Lecture Hours

### **Classroom Discussion -**

Considered Lecture Hours **In**

**Class Critique** - Considered

Lecture Hours

**Delivering Oral Presentations -**Considered Lecture Hours **In Class****(IC) Exercise** - Considered LectureHours **Reading** -

Considered Homework (HW), work done outside of class

**WebClass lesson (non-online courses)** -Considered HW, work done outside of class **Lab Work**

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Considered Lab Hours **Quiz**,**Midterm or Final** - Considered

Lecture Hours

Session 1						
Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LE C 1 A	Basic Concepts of Strategic Management	2	0	0	0	
LE C 1 B	Corporate Governance	2	0	0	0	
I C EX 1 A	In-class Participation	1	0	0	20	Session 1
EL P 1A	Hunger & Wheelen: Chapters 1 - 2	0	0	7	0	
EL P 1B	Weekly Thesis Assignment 1	0	0	10	50	Session 3
EL P 1C	Team Strategic Plan	0	0	10	200	Session 8
EL P 1D	Individual SWOT Analysis	0	0	5	160	Session 8
HW 1E	Curricular Practical Training Activity	0	0	10	80	Session 8
Total Session 1		5	0	42	510	
Session 2						
Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LE C 2 A	Social Responsibility & Ethics in Strategic Management	3	0	0	0	
I C EX 2 A	In-class Participation	2	0	0	20	Session 2
EL P 2A	Hunger & Wheelen: Chapter 3	0	0	3	0	
Total Session 2		5	0	3	20	
Session 3						
Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due

LE C 3 A	Environmental Scanning & Industry Analysis	3	0	0	0	
I C EX 3 A	In-class Participation	2	0	0	20	Session 3
EL P 3A	Hunger & Wheelen: Chapter 4	0	0	5	0	
EL P 3B	Weekly Thesis Assignment 2	0	0	10	50	Session 5
T o t a l Session 3		5	0	15	70	
Session 4						
Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LE C 4 A	Internal Scanning:	3	0	0	0	
	Organizational Analysis					
I C EX 4 A	In-class Participation	2	0	0	20	Session 4
EL P 4A	Hunger & Wheelen: Chapter 5	0	0	2	0	
T o t a l Session 4		5	0	2	20	
Session 5						
Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LE C 5 A	Strategy Formulation: Situation Analysis & Business Strategy	2	0	0	0	
LE C 5 B	Strategy Formulation: Corporate Strategy	1	0	0	0	
I C EX 5 A	In-class Participation	1	0	0	20	Session 5
EL P 5A	Hunger & Wheelen: Chapters 6 - 7	0	0	7	0	
EL P 5B	Weekly Thesis Assignment 3	0	0	10	50	Session 7
EX AM 5 A	Prepare for Mid-Term	1	0	0	0	
T o t a l Session 5		5	0	17	70	
Session 6						
Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LE C 6 A	Strategy Formulation: Functional Strategy & Strategic Choice	3	0	0	0	
I C EX 6 A	In-class Participation	1	0	0	20	Session 6
EL P 6A	Hunger & Wheelen: Chapter 8	0	0	4	0	
EX AM 6 A	Midterm Exam	1	0	0	100	

Total Session 6		5	0	4	120	
<b>Session 7</b>						
Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LE C 7 A	Strategy Implementation: Organizing for Action	2	0	0	0	
LE C 7 B	Strategy Implementation: Staffing & Directing	1	0	0	0	
LE C 7C	Evaluation & Control	1	0	0	0	
I C EX 7 A	In-class Participation	1	0	0	20	Session 7
ELP 7A	Hunger & Wheelen: Chapters 9 - 11	0	0	10	0	
ELP 7B	Weekly Thesis Assignment 4	0	0	10	50	Session 9
ELP 7C	Curricular Practical Training Activity	0	0	0	0	Session 8
Total Session 7		5	0	20	70	
<b>Session 8</b>						
Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LE C 8 A	Strategic Case Analysis	2	0	0	0	
LE C 8 B	Strategic Issues in Managing Technology & Innovation	1	0	0	0	
LE C 8C	Strategic Issues in Entrepreneurial Ventures & Small Businesses	1	0	0	0	
IC EX 8A	In-class Participation	1	0	0	20	Session 8
IC EX 8B	Team Strategic Plan	0	0	0	0	Session 8
IC EX 8C	SWOT Analysis	0	0	0	0	Session 8
EL P 8A	Hunger & Wheelen: Chapter 12 & Web Chapters A , B	0	0	6	0	
T o t a l Session 8		5	0	6	20	
<b>Session 9</b>						
Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LE C 9A	Student Presentations	4	0	0	0	

EX AM 9 A	Prepare for Final	1	0	0	0	
T o t a l Session 9		5	0	0	0	
<b>Session 10</b>						
Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LE C 10 A	Student Presentations	4	0	0	0	
EX AM 1 0 A	Final Exam	1	0	0	100	
T o t a l Session 10		5	0	0	100	

### Course Hours Summary

Session	Topic	LEC Hours	LAB Hours	HW Hours
1	Basic concepts of Strategic management & Corporate Governance	5	0	42
2	Social Responsibility & Ethics in Strategic Management	5	0	3
3	Environmental Scanning & Industry Analysis	5	0	15
4	Internal Scanning: Organizational Analysis	5	0	2
5	Strategy Formulation: Situation Analysis & Business & Corporate Strategy	5	0	17
6	Strategy Formulation: Functional Strategy & Strategic Choice	5	0	4
7	Strategy Implementation: Organizing for Action, Staffing & Directing	5	0	20
8	Evaluation & Control	5	0	6
9	Student Presentations	5	0	0
10	Student Presentations - Final	5	0	0
Total		50	0	109

### Table/Point Breakdown

Session	Assignment	Possible Points	Percent of Grade
1,3,5,7,8	Weekly Thesis Assignments 1-5	200	20%
1-8	In-class Participations 1-8	160	16%
8	Curricular Practical Training Assignment	80	8%
1	Team Strategic Plan	200	20%
1	Individual SWOT Analysis	160	16%
6	Mid-Term Exam	100	10%
10	Final Exam	100	10%
Total		1000	100%

## Weekly Thesis Assignments

The primary purpose of the Weekly Thesis Assignments is to prepare each graduate student at Coleman University for the final Master's Thesis.

Each week, students will submit additional progress toward his or her chosen thesis topic. Progress toward the thesis will include a minimum of three (3) pages of new content toward the thesis and cite no fewer than three (3) scholarly sources.

Each weekly submission should include a highlighted section indicating the new content from the previous week. New content could either be completely new material, or revision to existing material based on feedback provided by your Thesis Mentor or Teaching Assistant.

At the end of Week 3, each student will provide an in-progress review submission to his or her Thesis Mentor via WebClass in the Thesis In Progress section. The Thesis Mentor will provide feedback regarding the framework and approach each student is taking and provide general guidance regarding completion. This in addition to the Weekly Thesis Assignment submission is graded by the course Teaching Assistant.

## Your Grades for this Course

Your final grade for this course will be based on an assessment by the Instructor of your performance on a number of course activities, which may include objective tests, classroom exercises, laboratory demonstrations, project papers, or other types of activities. The chart below indicates in what activities you will engage, how many possible points can be earned for each activity, and the percentage of your final grade that will be accounted for by each activity.

Students in this course should be graded following Coleman University assessment practices and policies. A point system is used in the University to indicate student performance on various required activities or projects. For this course, it is recommended that points be distributed as follows:

### Coleman University Grade Assignment Policy:

Percent	Letter Grade	Grade Points
94-100	A	4
90-93	A-	3.67
87-89	B+	3.33
84-86	B	3
80-83	B-	2.67
77-79	C+	2.33
74-76	C	2

70-73	C-	1.67
67-69	D+	1.33
64-66	D	1
60-63	D-	0.67
N/A	INC	0
N/A	W	0
60 or above	CR	0
59 or below	NC	0
N/A	I	0
N/A	W	0
N/A	AU	0
N/A	TR	0
N/A	WV	0

Legend	
CR = Credit	NC = No Credit
I = Incomplete	W = Course Withdrawal
AU = Audit	TR = Transfer Credit
WV = Waiver	

## Academic Accommodation / Adjustment Policy:

In accordance with Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act (ADA), Coleman University offers accommodations to students with documented physical, psychological, and/or cognitive disabilities. Coleman University will adhere to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations as required to offer equal educational opportunities to qualified disabled individuals.

To qualify for an academic accommodation under ADA, the student must provide adequate documentation of a disability. Students seeking academic accommodations should contact the campus ADA Coordinator at 858-966-3953 or via email at [ada@coleman.edu](mailto:ada@coleman.edu). The ADA Coordinator will review the documentation provided and verify ADA coverage. Students covered under ADA must meet with the ADA Coordinator at the beginning of every term to determine the appropriate academic accommodations. Failing to meet with the ADA Coordinator at the beginning of every term may impact the availability of accommodations.



After the academic accommodations have been determined, the students' instructors will be notified by the ADA Coordinator. If any problems or concerns regarding the provision of accommodations occur, the student must inform the ADA Coordinator. If the student feels accommodation is not being made appropriately, the student may follow the published Student Grievance Procedures.