Course Syllabus

MGMT 4710 - M50 Strategic Management - Fall 2018 - 3 credit hours

Posted 8/5/2018 – see updated syllabus in eCourseware on 8/27/18

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Office Hours: Feel free to contact me for a phone or Skype appointment

COURSE OVERVIEW

This capstone course, required of all senior business majors, builds on and integrates concepts in various functional areas of business. The overall focus of this course is on strategic planning and execution—the key ingredients of company success and the most reliable signs of good management. You will explore why effective strategic management leads to good business performance, learn the methods of crafting a well-conceived strategy and executing it competently, and apply the tools and concepts of strategic analysis. In brief, strategic management addresses three questions critical to any organization: (1) Where are we now? (2) Where do we want to go? and (3) How are we going to get there? (You may also be asking yourself these same questions with respect to your personal and career goals!)

Prerequisites:
MGMT 3110, MGMT 3510, and senior standing in the Fogelman College of Business & Economics.

Required Text:
- The bookstore sells the loose-leaf textbook with an access code for WileyPLUS. WileyPLUS is required.
- You will access WileyPLUS at www.wileyplus.com using a course ID that I will give you plus a unique access code that came with your textbook.

Course Methodology, Location of Online Course Content, and Technical Support:
This is a fully online course and all course content is located on the eCourseware and WileyPLUS websites. You are responsible for ensuring that you have access to the websites and for meeting minimum technology requirements so that you can successfully complete the course.
- For eCourseware technical support, contact UM Technical Support or (901) 678-8888.
- For WileyPLUS technical support, including live chat, go to WileyPLUS Support.
Course Objectives:
By successfully completing this course, you will:

- develop your capacity to think strategically about a company, its present business position, its long-term direction, its resources and competitive capabilities, the caliber of its strategy, and its opportunities for gaining sustainable competitive advantage;
- build your skills in conducting strategic analysis in a variety of industries and competitive situations using relevant strategic analysis tools and concepts;
- further your understanding of the challenges of competing in a global market;
- become acquainted with the managerial tasks associated with planning, implementing, and executing company strategies;
- integrate the knowledge gained in earlier core courses in the business school curriculum;
- heighten your awareness of why ethical principles and socially responsible management practices matter greatly in the conduct of a company’s business; and
- enhance your written and oral business communication skills.

Fogelman College of Business - Learning Outcomes for Your Degree:
The Fogelman College has established the following learning goals for students completing the BBA degree:

- Graduates will be effective communicators.
- Graduates will demonstrate critical thinking skills.
- Graduates will be knowledgeable about ethical factors in the business environment.
- Graduates will be knowledgeable about the global business environment.
- Graduates will be proficient users of business presentation and analysis technology.

ADDITIONAL COURSE INFORMATION

Course Communication:
Each Monday morning, usually by 8 a.m., I post announcements on the eCourseware home page. I expect you to keep up with these announcements. I also expect you to check your UM email regularly. If I send information via email, it will be to your UM email address, NOT via eCourseware email. If your grade is negatively affected because you ignore course announcements in eCourseware or do not read your email, that is entirely your responsibility.

Email me at kmollica@memphis.edu. Do not email me from within the eCourseware system. Please address me as Dr. Mollica or Professor Mollica. (Not Mrs. Mollica or ‘Hey professor.’)

If you experience a course-related problem, I encourage you to contact me immediately. In addition, I welcome criticism and feedback offered in a respectful and constructive manner, and so should you.

Attendance:
Attendance in an online course means logging in regularly and actively participating. I have access to your login frequency in eCourseware and WileyPLUS. I am required to report lack of attendance to the university. For students receiving federal student loans, non-attendance can impact student loan eligibility.
Professionalism:
I expect you to behave just as you would in a professional business setting. To provide guidance in adhering to this expectation, ask yourself the following questions about what you would do in a professional business setting:

- Would I fail to complete my job duties or wait until the last minute to begin an assigned task, then make excuses for why I didn’t get things done or why I performed poorly?
- Would I expect special treatment because I’m “busy,” even though my co-workers are equally as busy?
- Would I neglect to carefully read information and instructions given to me in writing?
- Would I refrain from asking legitimate questions when I truly need more clarification to help me do my job better, later blaming my boss because I didn’t understand what I was supposed to do?
- Would I send an informally-worded, poorly written email to my boss or co-worker that looked like a text message sent from a 13-year-old?

Extra Credit and Make-Up Work:
I do not offer extra credit unless it is made available to everyone in the class. I do not accept make-up work or negotiate “special deals” at the end of the semester for students who are unhappy with their grade.

Academic Integrity:
Academic integrity and honesty is a University-wide expectation. In addition, the Fogelman College of Business has established academic integrity standards. Carefully review the information available at these links:

- UM Office of Student Conduct: Academic Misconduct
- Fogelman College of Business Standards for Academic Integrity
- Fogelman College of Business Information on Plagiarism

I do not tolerate cheating or plagiarism, and I will accept no excuses for dishonest behavior. By taking this course, you agree that your written assignments may be submitted to Turnitin.com, or a similar electronic detection method for the purposes of detecting plagiarism. Plagiarism on any part of an assignment will result in a "0" on the entire assignment, there will be no opportunity to revise or edit the assignment, and at my discretion I may report you to the University’s Office of Student Conduct for further action.

Disabilities and Student Services:
Accommodations are provided to students who present a memo from Disability Resources for Students.

LEARNING ACTIVITIES AND GRADING
See updated syllabus in eCourseware on 8/27/18

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