

MGMT 498
Strategic Management
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11-12:15; 2-3:30

PURPOSE AND METHOD

The actions and decisions firms make to maintain competitiveness are of key importance. This course deals in detail with the nature of the competitive environment and how firms formulate and implement competitive strategies given the nature of both external conditions as well as internal firm capabilities.

COURSE OBJECTIVES

- Demonstrate an understanding of the impact of external environment elements on business decisions and actions
- Demonstrate an understanding of the impact of internal organizational strengths and weaknesses on business decisions and actions
- Demonstrate an understanding of how all functional areas of the firm must act in concert to support its strategy if the firm is to have enhanced performance
- Demonstrate an understanding of the challenges and opportunities for firms operating in multiple industries and/or markets.

TEXT AND/OR OTHER READINGS

1. Strategic Management: Concepts and Cases: Competitiveness and Globalization, 11th Edition
2. BSG Simulation Registration: Online Registration (\$42.00 per student)
3. Two Cases (From Text)
 - Facebook
 - Lululemon
4. One integrative case
 - Robert Mondavi and the Wine Industry

PERFORMANCE MEASURES and GRADING

1. Two written exams (100 points each) = 200
2. Three Online Quizzes (50 points each) = 150
3. BSG Simulation (100 points) = 100
4. Two individual case analyses (50 points) = 100
5. Integrative case analysis and presentation (100 points) = 100

Total Points = 650

Written Exams

These in-class exams are designed to assess your critical thinking processes in applying course concepts. They will consist of four essay questions that require the application of class concepts in various situations. You will receive a grade of “0” if you are absent on the day of an exam.

Online Quizzes

These quizzes will be made available the week they are due. Students will have the entire week to complete these quizzes. The questions are multiple choice and based exclusively on the textbook. Online quizzes cannot be made-up. If you miss a quiz deadline, you will receive a grade of “0” for that quiz.

BSG Simulation

Students will participate in a team-based competitive simulation. Students must register and participate in the simulation in order to receive credit. Student grades will be based on both company performance as well as individual contributions. Students who do not make substantive contributions to their team (based on the BSG individual grade rubric) will have points deducted.

Individual Cases

Each student will complete two individual case analyses. These documents will be uploaded to Learn. The format of these documents is outlined in the case analysis rubric. The analysis must be a minimum of 4 double spaced pages (12 point, Times New Roman Font, APA format).

Integrative Case Analysis and Presentation

Students will work in teams to complete an integrative case analysis that applies multiple course concepts and frameworks. The format of these documents is outlined in the case analysis rubric. The analysis must be a minimum of 12 double spaced pages (12 point, Times New Roman Font, APA format). In addition to the analysis, a “science fair” style presentation will be held on the last day of class. Each student team must develop a visual tool to share with the class for this presentation.

CLASS ATTENDANCE

I do not take attendance, however any missed assignments and/or course credit missed as a result of an unexcused absence cannot be made-up. In addition, missing class will result in a lower BSG score. If you must miss class because of a prior engagement (job interview, travel, etc.), see me before you must miss class so alternative arrangements can be made.

ACADEMIC INTEGRITY

Anderson School of Management faculty, staff and students commit to values of trust, honesty, integrity, and accountability. We will not tolerate academic dishonesty. By enrolling in any course at Anderson, the student accepts the Anderson Academic Honesty Code and affirms the following pledge:

I will not lie, cheat, fabricate, plagiarize or use any other dishonest means to gain unfair academic advantage.

Any violation of the code of conduct will be taken very seriously and appropriate sanctions will be applied. FOR FULL TEXT OF ANDERSON'S ACADEMIC HONESTY CODE, please visit <http://www.mgt.unm.edu/honesty>

ADA Statement

Reasonable accommodation will be given to any individual with a legitimate disability. Please contact the instructor privately for arrangements. If you are a qualified person with disabilities who might need appropriate academic adjustments, please communicate with me as soon as possible so that we may make appropriate arrangements to meet your needs in a timely manner. Frequently, we will need to coordinate accommodating activities with other offices on campus. Course materials can be made available in alternative formats.

How to access your MindTap course

MGMT 498/598 -STRAT MNGMT - Fall 2015

Instructor : David Cavazos

Start Date : 08/24/2015

What is MindTap?

MindTap empowers you to produce your best work – consistently.

MindTap is designed to help you master the material. Interactive videos, animations, and activities create a learning path designed by your instructor to guide you through the course and focus on what's important. Get started today!

Registration

1. Connect to <http://login.cengagebrain.com/course/MTPPJLSPQHKP>
2. Follow the prompts to register your MindTap course.

Payment

After registering for your course, you will need to pay for access using one of the options below:

Online: You can pay online using a credit or debit card, or PayPal.

Bookstore: You may be able to purchase access to MindTap at your bookstore. Check with the bookstore to find out what they offer for your course.

Free Trial: If you are unable to pay at the start of the semester you may choose to access MindTap until 11:59 PM on 09/13/2015 during your free trial. After the free trial ends you will be required to pay for access.

Please note: At the end of the free trial period, your course access will be suspended until your payment has been made. All your scores and course activity will be saved and will be available to you after you pay for access.

If you already registered an access code or bought MindTap online, the course key to register for this course is: **MTPP-JLSP-QHKP**

System Check

To check whether your computer meets the requirements for using MindTap, go to <http://ng.cengage.com/static/browsercheck/index.html>

Please Note: the System Check is also accessible in the drop down box next to your name located in the upper right corner of your MindTap page.