



MGMT 498 : Strategic Management

Spring 2015 – CRN 44242 – Section 005

Classroom: Dane Smith 127

Times: MW: 4-5:15pm

Instructor: Holly Hitzemann

Phone: 505-615-3377

Email: **Please utilize the email/message within Blackboard** rather than my UNM holly100@unm.edu email address.

Office Hours: MW 3:15-4:00, Tuesday 11:00-12:30,(or by appt)

Room 2131 or 2135 Anderson

TEXT and MATERIALS

Jay B. Barney and William S. Hesterly, *Strategic Management and Competitive Advantage, 4th Edition, 2012* (Pearson Education, Inc, publishing as Prentice Hall) A copy of the textbook will be on reserve at Parish Library.

Students are also expected to regularly read at least one of the following business periodicals: The Wall Street Journal, Business Week, Fortune, or Forbes. Students may also view news videos on the Internet. All periodicals are available in the Parish library or accessible via the Internet. Periodically you will be asked to share an article/video you have read which relates to the content of this course, especially as we discuss our cases.

COURSE OVERVIEW

This course material fulfills the American Assembly of Collegiate Schools of Business (AACSB) accreditation requirement: to provide an understanding of the functions of top management, the strategic management process, and experience case studies which will offer the student an opportunity to develop a habit of administrative thinking as company-wide objectives and policies are formulated and consistent plans and program are carried into action.

Restrictions and Prerequisites: See UNM Summer 2013 Catalog.