MGMT 408: Strategic Management  
Fall 2017

Text  
Strategy (in bookstore under Hodges, MGMT 408)

Instructor  
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Office hours  
Tues Thurs 7:30am – 8:00am and 11:00am – 1:00pm  
Make an appointment

Course Description  
A course for senior business administration majors that draws together the functional areas of business operations (accounting, finance, marketing, human resources, management and operations management) as a means of developing the students’ conceptual and decision making abilities.

Prerequisites  
Senior Standing

Required Courses: ECON 200, 201, MATH 104, 105, ACCT 203, 204, DSCI 232, 304, MGMT 301, MKTG 302, FINC 303.

Recommended: BLAW 205, DSCI 300.

Course Objectives  
1. Develop skills related to making sense of complex business situations, including problem finding/definition as well as creating a workable strategic recommendation
2. Understand the political implications - internal, local, and global - and the subsequent process of persuading others of the viability of plausible problem interpretations and solutions
3. Comprehend the contextual implication of strategy, i.e., how decisions impact different parts of the organization internally as well as the global consequences
4. Explicitly recognize the implication of strategic decisions within a defensible ethical framework as well as address issues of corporate social responsibility
5. Develop written and oral communication skills.
School of Business Goals
This course is designed to meet the following School of Business goals:

**Communication Skills:** Students will demonstrate the ability, via both written and spoken word, to effectively present, critique, and defend ideas in a cogent, persuasive manner.

**Quantitative Fluency:** Students will demonstrate competency in logical reasoning and data analysis skills.

**Global and Civic Responsibility:** Students will be able to identify and define social, ethical, environmental and economic challenges at local, national and international levels. Students will also be able to integrate knowledge and skills in addressing these issues.

**Intellectual Innovation & Creativity:** Students will be able to demonstrate their resourcefulness and originality in addressing extemporaneous problems.

**Synthesis:** Students will demonstrate the ability to integrate knowledge from multiple disciplines incorporating learning from both classroom and non-classroom settings in the completion of complex and comprehensive tasks.

**Honor Code and Academic Integrity**
All students are expected to adhere to the College of Charleston Honor Code. The Honor Code of the College of Charleston specifically forbids lying, cheating, attempted cheating, stealing, attempted stealing and plagiarism. Students at the College are bound by honor and, by their acceptance of admission to the College, to abide by the Code and to report violations.

Any violation of the Honor Code or Code of Conduct will be promptly reported to the Office of Student Affairs.

The Honor Code and all related processes are in the *Student Handbook* at [http://www.cofc.edu/studentaffairs/general_info/studenthandbook.html](http://www.cofc.edu/studentaffairs/general_info/studenthandbook.html).

**Students with Disabilities**
The College will make reasonable accommodations for persons with documented disabilities. Students should apply at the Center for Disability Services / Notifying me as soon as possible if you feel accommodations are needed.

**Use of PDA devices**
The use of all PDA devices, including cell phones and laptop computers are expressly forbidden in the classroom during lectures and class discussions. Texting, receiving or sending messages, cell phone use, or the use of laptop computers during these times will result in immediate dismissal from the lecture with an absence recorded. Students must keep these devices turned off and out of sight during class. It is a violation of this policy to keep such devices on your lap.

**Attendance Policy**
Businesses need and require employees to be at work during their work hours. Therefore, just as in business, you are expected to attend class unless there is a valid reason. It is not
necessary to explain the reason for any class missed because it is automatically assumed that it is for a valid, legitimate reason.

Two (2) absences are allowed for such reason(s). If, and once, you miss more than the 2 allowed absences, you will receive a notice that you will be dropped from the class and receive a grade of withdrawal for excessive absence (W/A).

Late arrival for class will be counted as an absence.
Note that a CofC excused absence counts as a class absence. If you have 2 excused absences and 1 more then you will be dropped from the course, so be sure that absences are absolutely necessary. You never know when you will be sick or have some other situation that requires you to miss class.

Grading & Evaluation
There will be no exams or quizzes during the course. All grades will be based on written assignments and classroom participation.

The papers will require students to read the chapters and attend classroom discussions to be able to address the issues in the assignment. Just like in the business world … there will be no written handout of what is required. Thus, it is imperative to attend all classes to ensure that you get a full understanding the assignment requirements.

The grade for this course will be subjectively evaluated based on typewritten papers and/or presentations which address classroom and text discussions.

All typewritten papers are required to be double spaced.

Assignments handed in late will be graded F. There will be several assignments graded from 0 – 10 (where 10 represents a perfect paper). Each will be graded based on the professor’s judgment of the students understanding of the material, effort put into creating the paper and ability to clearly communicate concepts. The sum of all grades as a percent of the total possible points represents the grade as shown here:

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<th>Grade Scale</th>
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<td>A</td>
<td>&gt; 93</td>
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<td>A-</td>
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<td>B+</td>
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