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Office Hours: By Appointment
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.
Required Text

Strategy: Winning In The Marketplace Paperback Version
ISBN: 9780073203348
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.
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 AND 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.
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.*

The papers will require the student to read the chapters and attend classroom discussions (some of which will be group discussions) to be able to address the issues in the assignment.

There will be several assignments totaling 100 points. Each will be graded based on the professors judgment of the students understanding of the material, effort put into creating the paper and ability to clearly communicate concepts.

F [0,59], D [60,69], C [70,77], C+[78,79], B [80,87], B+ [88,89], A [90,100]
Attendance Policy

You are near the end of your business careers and are expected to attend class unless there is **good excuse** for the absence. **Two (2) absences are allowed for this purpose.** It is not necessary to explain the reason for the missed class because it is automatically assumed that it is for a valid legitimate reason.

Please note that CofC excused absences count as an 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 miss class.

*If you miss more than the allowed number above you will be withdrawn from the course. This policy is non-negotiable*
Honor Code

Cheating in any form is NOT allowed and will be rewarded, at a MINIMUM, with a grade of F in the course.

If copying is involved, both parties will be judged equally guilty.

Students can find the complete Honor Code and all related processes in the Student Handbook at:
http://studentaffairs.cofc.edu/honor-system/studenthandbook/index.php
Late Assignments

Late assignments will not be accepted.

If you know in advance of a legitimate reason for missing an assignment due date you should discuss this with me. We may be able to work out a solution in this situation.

Legitimate excuses for missing an assignment, which are brought to my attention after the assignment due date will be considered; however, my judgement in this situation will be final and non-negotiable.
Grading Judgment

In your business career, your success will be dependent upon someone’s subjective opinion of your work.

The professor’s judgement will be the basis for grading your assignments. If you disagree, then do it appropriately and professionally.

Do not lose your argument before you begin by creating an adversarial position. Remember, success in the business world begins with the ability to communicate and negotiate.
Basic Requirements

Print out a copy of the PowerPoint presentations from the College of Charleston website www.cofc.edu/~hodgesh and bring them to class with you each day. You should print these 3 per page to allow for notes during *Chapter reading* and *classroom discussions*. The PowerPoint presentations are very good and provide a good outline for the textbook material.

Keep a binder, folder, or notebook for your homework, lecture presentations, class notes and handouts. Bring it to class each day.

Bring a calculator to class each day and know how to operate it properly.

Keep all of your assignments in an organized, orderly format.

Harland E. Hodges, Ph.D., College of Charleston, School of Business
The College of Charleston is equipped with state of the art library and computer facilities for your use.

This course will require a significant amount of time doing research either via print media, news media, tv media, and the internet.

Excel, Word and PowerPoint will be important for the successful completion of this course.
The College will make reasonable accommodations for persons with documented disabilities. Students should apply at the Center for Disability Services / SNAP, located on the first floor of the Lightsey Center, Suite 104. Students approved for accommodations are responsible for notifying me as soon as possible and for contacting me one week before accommodation is needed.
If you need assistance, see me during my office hours.

If my office hours are not convenient, I can be available by appointment.

Email is the best way to contact me about specific questions

hodgesh@cofc.edu
Chapter 1 - What Is Strategy? Why Is It Important?
Chapter 2 - Analyzing - External Environment?
Chapter 3 - Analyzing - Company Resources & Competition
Chapter 4 - Crafting Strategy - Quest for Competitive Advantage
Chapter 5 - Competing - Foreign Markets
Chapter 6 - Diversification - Managing a Group of Businesses
Chapter 7 - Building a Capable Organization
Chapter 8 - Managing Internal Operations
Chapter 9 - Corporate Culture & Leadership