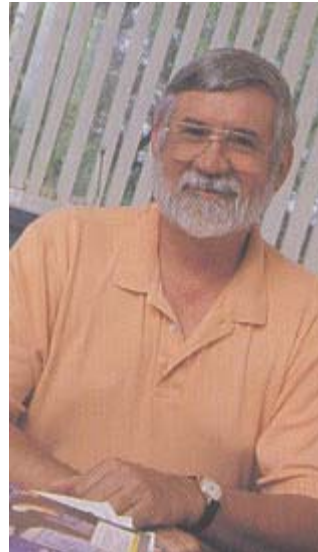


## BUSA 421 Formulating Strategies



**Instructor:** [Samuel Gray, Ph.D.](#)

**Tel:** (505) 646-2470

**Meeting Time:** Virtual

**WebCT Email:** Dr. Gray

**Meeting Place:** Virtual

**NMSU Email:**

[samgray@nmsu.edu](mailto:samgray@nmsu.edu)

**Office Hours:** Virtual

### Required Text:

David, Fred R. (2007). Strategic Management, Concepts & Cases, 11th edition .  
Upper Saddle River, NJ: Prentice Hall. Hardcover edition only.

### Optional Readings:

Additional readings in the form of handouts, journal articles etc. may be required by the Instructor.

**Prerequisites:** BCS 338, BLAW 316/317, BUSA 365, FIN 306/341, and MGT 309.

**Note: Prerequisites are enforced!**

### Course Objectives:

- To explore the process of formulating strategies at the highest levels of management.
- To identify and understand the external factors that affect firm performance and strategy formulation.
- To identify and understand the internal resources that affect firm performance and strategy formulation.
- To apply what you have learned through the case method.

**Course Procedure:** This is an Internet course. You should log on to the course

**daily** as there will be new items posted continually. In particular, your e-mail and the Discussion pages should be reviewed every day. **Assignments are due at 11:59 pm on their due date and late assignments will not be accepted.**

**Assessment Criteria:** Your work in this class will be assessed based on the following percentages:

Exercises and Quizzes	30%
Participation	20%
Exams	30%
Case Study	20%
<b>Total</b>	<b>100%</b>
Grading follows the traditional grading scale of 90-100 is an A, 80-89 is a B, 70-79 is a C, etc.	

**Grade Availability:**

Grades will be available via the *My Grades* tool in WebCT.

- **Incompletes ("I" grades):** Given for passable work that could not be completed due to circumstances beyond the student's control (e.g., severe illness, death in the immediate family). These circumstances must have developed after the last day to withdraw from the course. Requests for "I" grades should be made to the instructor, but must be approved by the Management Department Head.
- **Withdrawals:** It is the responsibility of the student to know important dates such as University drop dates. Moreover, it is the responsibility of the student to officially withdraw from any class that he or she intends to drop.
- **Cheating:** Cheating will not be tolerated. Punishment for those caught cheating will be an "F" in the course. The person will also be subject to further sanctions as indicated in the student code of conduct.

**STUDENTS WITH DISABILITIES:** If you have (or believe you have) a disability & would benefit from classroom accommodation(s), contact the Services for Students with Disabilities (SSD) at Corbett Center, Room 244 (Phone 646-6840; TTY 646-1918). All medical info is treated confidentially. Do not wait until you receive a failing grade. Retroactive accommodations cannot be considered. Information, instructions & forms from the Services for Students with Disabilities Office are online at <http://www.nmsu.edu/~ssd/index.html>. **Accommodations:** SSD Office, 646-6840 (Corbett Center, room 244); **Discrimination:** Office for Institutional Equity, 646-3635, O'Loughlin House.

Feel free to call Jerry Nevarez, Director of Institutional Equity, at 505-646-3635 with any questions you may have about NMSU's Non-Discrimination Policy and complaints of discrimination, including sexual harassment.

Feel free to call Michael Armendariz, Coordinator of Services for Students with Disabilities, at 505-646-6840 with any questions you may have on student issues related to the Americans with Disabilities Act (ADA) and/or Section 504 of the Rehabilitation Act of 1973. All medical information will be treated confidentially.

<p><b>Student Responsibilities</b></p> <ol style="list-style-type: none"> <li>1. Within a few days of the start of the semester, register with SSD &amp; obtain forms.</li> <li>2. Within the first 2 weeks of beginning of classes (or within 1 week of the date services are to commence), deliver the</li> </ol>	<p><b>Faculty Responsibilities</b></p> <ol style="list-style-type: none"> <li>1. Within five 5 working days after student gives you the forms, sign them, retain a copy, &amp; return originals to the student.</li> <li>2. Contact SSD immediately if there are</li> </ol>
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<p>completed forms to the instructor(s).</p> <ol style="list-style-type: none"><li>3. Within 5 days of giving the forms to faculty &amp; at least 1 week before any scheduled exam, retrieve the signed forms from faculty &amp; return them to SSD.</li><li>4. Contact the SSD Office if services/accommodations requested are not being provided, not meeting your needs, or additional accommodations are needed.</li></ol>	<p>any questions or disputes regarding accommodation(s), disruptive behavior, etc.</p> <ol style="list-style-type: none"><li>3. Refer the student to SSD for any additional accommodations.</li></ol>
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Samuel Gray, Ph.D.  
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Revised: January 15, 2007 .