

BUSA 421 Formulating Strategies



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

Tel: (575) 646-2470

Meeting Time: Virtual

WebCT Email: Dr. Gray

Meeting Place: Virtual

NMSU Email:
samgray@nmsu.edu

Office Hours: Virtual

Required Text:

Strategic Management Concepts & Cases, Fred David, 12th Edition, ISBN 0-13-601570-0, Hard cover only. Do not buy "International" edition.

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. Exams and Quizzes must be completed and submitted by 11:55 pm on their due date (notice the 4 minute difference!)**

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

Exercises	25%
Participation	15%
Quizzes	10%
Midterm Exam	15%
Module 8 Case Study	20%
Final Exam	15%
Total	100%
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 (Click the Course Tools icon from the home page to get to My Grades).

- **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.

Disabilities/Employee Relations:

Feel free to call the Director of Institutional Equity at 575-646-3635 with any questions you may have about NMSU's Non-Discrimination Policy & complaints of discrimination, including sexual harassment. Call the Coordinator of Services for students with Disabilities at 575-646-6840 regarding 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.



Samuel Gray, Ph.D.
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