

Management 590 – Strategic Management
Spring 2009

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Objectives of the course: Business firms operate within complex, dynamic environments. The objectives of this course reflect both the functioning of business enterprises and the environments within which these firms survive, grow, or die. This course builds on the analytical tools taught in previous core and required courses as the students learn to formulate strategies, make strategic decisions and create action plans for implementing those strategies and decisions.

1. This course is concerned with the management of the *total* enterprise. One of the basic objectives is the development of a *total system* viewpoint for analyzing and evaluating the operations of any business firm.
2. The *total system* concept requires an understanding of the values and component parts that make up the overall operations of any business endeavor. A second objective of this course is to investigate, integrate and unify the various functional aspects of a business.
3. Every firm must operate in some external environment. The success or failure of the firm is a function of how the firm responds to the factors which make up the external environment. A third objective is to identify and understand the variables which are included in the environment of business firms and to assess the relationships among these variables & and their impact on the overall functioning of the business enterprise. Finally, the overriding objective of this course is to provide the content for developing the skills and ways of thinking which are uniquely appropriate to total enterprise management within a complex, dynamic environment.

Requirements

1. Read and discuss, in class, assigned text & cases relating to strategic management.
2. Written and oral case analyses are required (specific case assignments will be made in class).
3. The required text is Strategic Management, An Integrated Approach, ISBN 10-0618894691, Houghton Mifflin, 2008

4. Prerequisites: Next to last semester or last semester MBA students only.

	Grading Criteria	Points	
1 st Exam		150	A = 675 points & above
2 nd Exam		150	B = 600-674 points
3 rd Exam		100	C = 525-599 points
Chapter presentation/participation		100	D = 450-524 points
Case Analyses	(written & oral)	400	F = 449 points & below
	Total	900	

Course Outline (Specific reading assignments will be made at the beginning of each week. Dates for exams will be determined in class.)

Week	Assignment
1-4	Introduction: Chapters 1-7
5-7	Chapters 8-13; Exam 1
8-11	Case analysis; Exam 2
12-15	Case analysis; Exam 3

Incompletes (“I” Grades): The grade of “I” is 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 (March 9, 2009). Requests for “I” grades should be made to the instructor, but must be approved by the Management Department head.

Students with disabilities:

Disabilities/Employee Relations: Call the Director of Institutional Equity at 575.646.3635 with any questions you may have about Nose’s Non-Discrimination Policy and 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.

Student Responsibilities

1. Within a few days of the start of the semester, register with SSD and obtain forms.
2. Within the first 2 weeks of beginning of classes (or within 1 week of the date services are to commence), deliver the completed forms to the instructor(s).
3. Within 5 days of giving the forms to faculty & at least 1 week before any scheduled exam, retrieve the signed forms from faculty and return them to SSD.
4. Contact the SSD Office if services/accommodations requested are not being provided, not meeting your

needs, or additional accommodations are needed.

Faculty Responsibilities

1. Within 5 working days after student give you the forms, sign them, retain a copy, and return originals to the student.
2. Contact SSD immediately if there are any questions or disputes regarding accommodation(s), disruptive behavior, etc.
3. Refer the student to SSD for any additional accommodations.