

# BUSA 421, Blackboard Edition

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## 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.

## Required Text and Readings

- Strategic Management Concepts & Cases, Fred David, 12th Edition, ISBN 0-13-601570-0, Hard cover only. Do not buy "International" edition.
- Note: I highly recommend the on-line edition of the text. It will save you some money, you don't have to sell it back and it has the additional advantage that it is searchable. Once you pay, it will be available to you immediately, no waiting for postal or UPS delivery. You can buy it [here](#).
- Additional readings in the form of handouts, Internet articles etc. may be required by the Instructor.

## Course Procedure

This is an Internet course. You should log on to the course frequently as there will be new items posted continually. In particular, your e-mail and the Discussion pages should be reviewed daily. Your grade will directly correlate with your level of engagement in the course.

The course is organized into Modules. We will do one Module at a time and it will not be possible to work ahead. Each Module will have at least one assignment. Each assignment will have a due date. Due dates will be posted in the Calendar.

You will be assigned to a Group early in the semester. Most of the assignments in this course are Group assignments.

Assignments are due at 11:59 p.m., Mountain Time, on their due date as shown in the Calendar.

Late assignments will not be accepted.

Quizzes and Exams will be online.

## Grading

Assignments 25%

Quizzes 10%

Class Participation 15%

Exams 30%

Case 20%

## Fine Print

**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.

**Disabilities/Employee Relations:** If you have or believe you have a disability and would benefit from any accommodations, you may wish to self-identify by contacting the Services for Students with Disabilities (SSD) Office located in Garcia Annex (phone: 646-6840). If you have already registered, please make sure that your instructor receives a copy of the accommodation memorandum from SSD within the first two weeks of classes. It is your responsibility to inform either your instructor or SSD representative in a timely manner if services/accommodations provided are not meeting your needs.

If you have a condition which may affect your ability to exit safely from the premises in an emergency or which may cause an emergency during class, you are encouraged to discuss any concerns with the instructor and/or Michael Armendariz, SSD Coordinator. Feel free to call Mr. Gerard Nevarez, Director of Institutional Equity and EEO/ADA Office at 646-3635 with any questions about the Americans with Disabilities Act (ADA) and/or Section 504 of the Rehabilitation Act of 1973. All medical information will be treated confidentially.

