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:
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.
Incompletes ("I" grades): Given for passable work that could not be...
https://salsa.nmsu.edu/samgray01_SP08/Module1/syllabus.htm
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.
Assessme
nt Criteria: Your work in this class will be assessed based on the
following percentages:
Exercises 20%
Participation 20%
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).

- **Incomplete** ("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:
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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