Course Objectives

• To explore the process of formulating strategies at the highest levels of management.

• To learn and apply problem solving skills to ensure that students can solve problems.

• To apply critical thinking skills to ensure that students can think critically.

• 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.
Note: Your previous coursework in the business school has given you many analytic tools to effectively develop an organization. These courses, representing numerous functional areas (accounting, finance, marketing, organizational behavior, information systems, economics, etc.), have been presented to you in an independent stand-alone fashion. To create effective organizations these analytic tools need to be integrated in order to formulate strategies, make strategic decisions, and create action plans for implementing those strategies and decisions. The primary purpose of this course is to assist you in this integration process and to help you take a total systems view of organizations.

Required Text and Readings


• Additional readings in the form of handouts, Internet articles etc. are required.

Prerequisites

The BUSA 421 prerequisites are:

BCIS 338 or 350; BLAW 313 or 316 or 317; FIN 341; MGT 309; BUSA 365 or MKTG 303 and one of the following: MGT 344 or MGT 470 or BCIS 485.

Students registering without these prerequisites will be dropped from the roster.
Course Procedure

This is an Internet course. You should log on to the course every day 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. 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.

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

The Final Exam will be online.

Grading

Assignments 50%
Class Participation 10%
Final Exam 20%
Case Analysis 20%

Academic Survival Kit

The Undergraduate Committee has identified writing, presentation and critical thinking skills as areas where student learning outcomes need improvement. To assist students, an Academic Survival Kit with resources on writing and presentation skills is available on the College web page at http://business.nmsu.edu/students/survival-kit/.
**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.

**University Communications:** The official means of communications and announcements from the university will be sent to your @nmsu.edu email account. Please check this account on a regular basis.

**Academic Dishonesty:** 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. Please note that copying and pasting someone else's work and claiming it as your work is cheating. The NMSU policy on academic dishonesty can be found at [http://lib.nmsu.edu/plagiarism/](http://lib.nmsu.edu/plagiarism/).

**Disabilities/Employee Relations:** Feel free to call the Student Accessibility Services (SAS) Office at 575-646-6840 or email at sas@nmsu.edu 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). Students requesting accommodations and/or services relating to a disability may seek assistance from the SAS Office located in Corbett Center, Room 244. All medical information will be treated confidentially. If you have already registered, please make sure that your instructor receives a copy of the accommodation memorandum from SAS within the first two weeks of classes. It is your responsibility to inform either your instructor or a SAS representative in a timely manner if services/accommodations provided are not meeting your needs.

Questions regarding NMSU's Non-discrimination Policy and discrimination complaints should be referred to Gerard Nevarez, Office of Institutional Equity, 575-646-3635.

Samuel Gray, Ph.D. Copyright © 2012