MGMT481-940: Administrative Policy

Syllabus
Instructor: Dr. Heath Keller

BNAD students: A minimum final grade of ‘C’ is required in this course

Contact information for this course (emails should be directed to the following addresses):

Program Manager (Ann Pearson): oprogmgr@business.siu.edu  Phone: 618.453.7901
Course e-mail: See course homepage
TA Office Hours:  See course homepage
TA Phone Number: 618.453.7999

See the “My Home” page on the program site for various resource links (FAQ, Textbook information, Orientation videos, remote proctor information, on-campus exam registration, etc.).

Required Text
Title: Strategic Management
Author: Frank Rothaermel
Publisher: McGraw Hill
Edition: 2

Other Materials
- Remote Proctor device for off-campus and BNAD students
- On-campus students will need to register for on-campus exams
- Refer to the orientation videos if you have questions about viewing the online lectures.
- Refer to the Student Program Agreement as needed.
<table>
<thead>
<tr>
<th>Activity</th>
<th>Points</th>
<th>Day Due* ** ***</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction of yourself</td>
<td>10</td>
<td>Thursday of Module 1</td>
</tr>
<tr>
<td>Popular Business Press – Review</td>
<td>25</td>
<td>Reviews are to be posted by Wednesday midnight as scheduled. Questions answered by Sunday midnight.</td>
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<tr>
<td>Each student will be required to identify and review one article from the popular business.</td>
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<tr>
<td>Popular Business Press – Response</td>
<td>10</td>
<td>Responses are to be posted by Saturday midnight as scheduled.</td>
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<tr>
<td>Each student will be required to respond to popular business press article reviewed by another student.</td>
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<tr>
<td>Application Assessments</td>
<td>175</td>
<td>Sunday midnight</td>
</tr>
<tr>
<td>There will be 7 application assessments and each will be worth 25 points. (7*25 = 175)</td>
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<td></td>
</tr>
<tr>
<td>Exam 1</td>
<td>100</td>
<td>Monday of Module 4 - 90 minutes</td>
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<tr>
<td>Exam 2</td>
<td>100</td>
<td>Monday of Module 6 - 90 minutes</td>
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<tr>
<td>Exam 3</td>
<td>100</td>
<td>Wednesday of Module 7 - 90 minutes</td>
</tr>
<tr>
<td>Optional Final Exam</td>
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<td></td>
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<tr>
<td>Students taking the final exam will have the opportunity to increase their final semester grade by one (only one) letter.</td>
<td></td>
<td>Wednesday of Module 8 - 120 minutes</td>
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<tr>
<td>Total</td>
<td>520</td>
<td></td>
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</tbody>
</table>

* Assignments can be submitted before the due date within the current module

** Unless otherwise indicated, all activities are due by midnight.

*** Exams will be proctored.
### Course Schedule

<table>
<thead>
<tr>
<th>Module</th>
<th>Dates</th>
<th>Lecture</th>
<th>Chapter(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Monday, June 15 to Sunday, June 21</td>
<td>Introduction What is Strategy and Why is it Important?</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Monday, June 22 to Sunday, June 28</td>
<td>Competitive Advantage, Firm Perform and Business Models</td>
<td>5</td>
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<tr>
<td></td>
<td></td>
<td>Strategic leadership: Managing the Strategy Process</td>
<td>2</td>
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<tr>
<td>3</td>
<td>Monday, June 29 to Sunday, July 5</td>
<td>External Analysis: Industry Structure, Competitive Forces, and Strategic Groups Internal Analysis: Resources, Capabilities, and Core Competencies</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Monday, July 13 to Sunday, July 19</td>
<td>Corporate Strategy: Vertical Integration and Diversification Corporate Strategy: Mergers and Acquisitions, Strategic Alliances Global Strategy: Competing Around the World</td>
<td>8</td>
</tr>
<tr>
<td>5</td>
<td>Monday, July 20 to Sunday, July 26</td>
<td>Organizational Design: Structure, Culture, Control Corporate Governance and Business Ethics</td>
<td>11</td>
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<tr>
<td>6</td>
<td>Monday, July 27 to Sunday, Aug 2</td>
<td>Ethics Case</td>
<td>12</td>
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<tr>
<td>7</td>
<td>Monday, Aug 3 to Friday, Aug 7</td>
<td>Optional Final Exam</td>
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### Popular Business Press Article Review and Respond

For the purposes of this exercise, the “popular business press” can be identified as any publication that’s primary audience and content of the majority of its articles are focused on topics that pertain to any area related to business and organizations. Reviewers should identify an article that deals with a topic that both interests them personally and is related to some aspect of business. Part of this exercise is that reviewers be able to use their own discretion to identify appropriate articles. In other words, choose an article that you would imagine discussing with your professional colleagues. I’ve included a list of publications that I would consider to be part of the popular business press. The list is not exhaustive, but should provide an idea of the types of publications to consider.

**Popular Business Press (brief list):**

- Wall Street Journal
- Money
- Entrepreneur
- Business Week
- Forbes
- The Economist
- Fast Company
- Inc.
- Fortune

The intent of this exercise is to mimic an informal conversation that one might have with colleagues. For example, a group of colleagues might meet for happy hour after work on Friday and one of the members of the group says, “Did anyone see the article on developing strategy in the Wall Street Journal this week?” Maybe some reply that they did, and some will say that they did not. Since some of those participating in the discussion did not read the
article, the person initiating the discussion will need to provide a brief summary or review of the article to provide enough background information for everyone to be able to actively engage and participate in the conversation. The reviewer will also provide a couple sentences explaining why the article is of interest. Responders would then be able offer their opinions on the topic.

In the context of this example, the “reviewers” for this exercise will assume the role of the happy hour participant that introduces and provides background for the discussion of an article that they have found and identified as interesting, and the “responders” will be the other members of the happy hour group that will engage the reviewer and participate in the conversation.

Reviewer – During either Module 3 or Module 6, each student will identify and review one article of their choosing from the popular business press (e.g. Wall Street Journal, Business Week, etc.). A brief written summary of the article and explanation of why the article is of interest AND how it relates to this course is to be posted to the course discussion board. This posting will be no longer than 150 words, and should be framed in a manner that encourages discussion (e.g. posing one or two questions for follow-up discussion). Other students will be expected to respond and comment on article summaries (maximum of 100 words) with the summary’s author being required to answer any questions and provide clarifications as necessary. See the last page of the syllabus for Reviewer and Responder assignments.

NOTE: In Module 2, students will be assigned as reviewers or responders for each of Module 3 and Module 6.

Responder – Each student will be required to serve as a responder for one module during the course (either Module 3 or 6). Responses should be substantive as indicated in the Student-Program Agreement.

Using the course site for the PBP
Using the Discussion feature, the Reviewers will click on the discussion title and “Reply to Thread” to the TA’s post (Do not start a new thread.) Responders will “Reply” to an article posting of their choice. Reviewers will “Reply” to any questions generated by students’ postings to the reviewer’s original post.

Application Assessments
There will be 7 application assessments. Application assessments will be completed in the form of an essay and require students to “apply” the knowledge gained from the content components (readings, instructor lectures, etc.) of the associated module. Application assessments will be based on the “Mini-Cases” included in the textbook.

Responses to specific discussion cases related to each Mini-Case will be noted in the instructions. Responses should be composed in complete paragraphs (multiple paragraphs may be needed). Application assessments should be composed in Microsoft Word with margins of 1-inch on all sides and 12-point font. Refer to the grading rubric attached to the TA’s Sunday email for specific grading criteria.

Clearly number each answer and include your name and module number on each submission. See the sample format provided in Module 1 of the course site.

File Naming convention: please use the following format for naming your reflection paper file:
MX_LastName_FirstName, where “M” stands for Module and “X” is the module number for the assignment.

Exams
There will be 3 closed-notes and closed-book exams. The first exam will cover content covered in Modules 1-3;
the second exam will cover content covered in Modules 4 and 5; and the third exam will cover content covered in Module 6. The exams will be essay format; therefore, you will need to be able to apply and integrate the material that has been covered in the textbook, lectures, and application assessments in your answers. For the most part, the questions will be situational in nature meaning that you will be given some information on a typical strategy related situation and will then be asked to explain how you would approach the situation. For example, you might be asked to offer your expertise to a new business that is trying to write their vision and mission statements. In answering this question, you would want to be able to describe the difference between a mission and vision statement and then be able to help guide them through the process of developing good versions of each.

Optional Final Exam
There will be an optional comprehensive final exam. The final exam is NOT a replacement grade for any of the 3 in-semester exams. If you choose to take the final exam, you will have the opportunity to increase your final semester grade by one (only one) letter. To increase your final grade by one letter, you must score at least one letter grade higher on the final exam than the letter grade you have earned at that point. For example, if at the end of the semester you have earned a letter grade of “C” for the course and you choose to take the final exam and score either a “B” or an “A” on the final exam, your semester grade will be recorded as a “B.”

Feedback
You can expect feedback on your course activities within 48 hours. Grades will be posted to the grade book (Grades menu item). If an issue arises that requires individual attention, an e-mail will be sent.

If you earn less than the full points on Popular Press assignments, you will receive an email with a graded rubric. Graded submissions will be uploaded to the submissions page with a graded rubric embedded. Please review these. If you need assistance in retrieving a graded submission, review the “Submissions” orientation video (accessible from the “Program Resources” link on the “My Home” page) or contact the Program Manager.

Each Sunday evening, you will receive an email from your TA. Please read these and all emails from your TA or program manager.

Academic Dishonesty
Any student who has committed or has attempted to commit acts of academic dishonesty will be subject to the disciplinary sanctions and conditions as outlined in the SIUC Student Conduct Code, which at the very least will be a failing grade.
Policy Statement
Summer 2015

IMPORTANT DATES for the online undergraduate programs offered in the College of Business
Courses Begin .................................................................06/15/2015
Last day to add a class (without Dean’s permission): ......................06/21/2015
Last day to withdraw completely and receive a 100% refund: ..........06/28/2015
Last day to drop a course using SalukiNet: ..............................................07/19/2015
Final examinations: ...........................................................................08/06-08/07/2015
Commencement:..................Ceremonies now held only in May & December

SUMMER SEMESTER HOLIDAYS
Independence Day Holiday 07/23/2015

WITHDRAWAL POLICY – Undergraduate only
Students who officially register for a session may not withdraw merely by the stopping of attendance. An official withdrawal form needs to be initiated by the student and processed by the University. For the proper procedures to follow when dropping courses and when withdrawing from the University, please visit http://registrar.siu.edu/pdf/ugradcatalog1314.pdf

INCOMPLETE POLICY – Undergraduate only
An INC is assigned when, for reasons beyond their control, students engaged in passing work are unable to complete all class assignments. An INC must be changed to a completed grade within one semester following the term in which the course was taken, or graduation, whichever occurs first. Should the student fail to complete the course within the time period designated, that is, by no later than the end of the semester following the term in which the course was taken, or graduation, whichever occurs first, the incomplete will be converted to a grade of F and the grade will be computed in the student’s grade point average. For more information please visit: http://registrar.siu.edu/grades/incomplete.html

REPEAT POLICY
An undergraduate student may, for the purpose of raising a grade, enroll in a course for credit no more than two times (two total enrollments) unless otherwise noted in the course description. For students receiving a letter grade of A,B,C,D, or F, the course repetition must occur at Southern Illinois University Carbondale. Only the most recent (last) grade will be calculated in the overall GPA and count toward hours earned. See full policy at http://registrar.siu.edu/pdf/ugradcatalog1314.pdf

DISABILITY POLICY
Disability Support Services provides the required academic and programmatic support services to students with permanent and temporary disabilities. DSS provides centralized coordination and referral services. To utilize DSS services, students must come to the DSS to open cases. The process involves interviews, reviews of student-supplied documentation, and completion of Disability Accommodation Agreements. http://disabilityservices.siu.edu/

PLAGIARISM CODE

SALUKI CARES
The purpose of Saluki Cares is to develop, facilitate and coordinate a university-wide program of care and support for students in any type of distress—physical, emotional, financial, or personal. By working closely with faculty, staff, students and their families, SIU will continue to display a culture of care and demonstrate to our students and their families that they are an important part of the community. For Information on Saluki Cares: (618) 453-5714, or siucares@siu.edu, http://salukicares.siu.edu/index.html

INCLUSIVE EXCELLENCE
SIU contains people from all walks of life, from many different cultures and sub-cultures, and representing all strata of society, nationalities, ethnicities, lifestyles, and affiliations. Learning from and working with people who differ is an important part of education as well as an essential preparation for any career. For more information please visit: http://www.inclusiveexcellence.siu.edu/

MORRIS LIBRARY HOURS
http://www.lib.siu.edu/about
LEARNING AND SUPPORT SERVICES
Help is within reach. Learning support services offers free tutoring on campus and math labs. To find more information please visit the Center for Learning and Support Services website:
Tutoring: http://tutoring.siu.edu/
Math Labs http://tutoring.siu.edu/math_tutoring/index.html

WRITING CENTER
The Writing Center offers free tutoring services to all SIU students and faculty. To find a Center or Schedule an appointment please visit http://write.siu.edu/

AFFIRMATIVE ACTION & EQUAL OPPORTUNITY
Our office’s main focus is to ensure that the university complies with federal and state equity policies and handles reporting and investigating of discrimination cases. For more information visit: http://diversity.siu.edu/

Additional Resources Available:
SALUKINET: https://salukinet.siu.edu/cp/home/displaylogin
PROVOST & VICE CHANCELLOR: http://pvcaa.siu.edu/