

Syllabus for  
**GBUS 565—Strategic Management**  
Section 01 – 3 Credit Hours, MBA Students Only  
Section 02 – 2 Credit Hours, M.Mgt. Students Only  
Fall 2008

I. COURSE DESCRIPTION

The capstone course of the M.B.A. and M.Mgt. programs. Emphasizes the integration of accounting, finance, management, and marketing within the framework of policy, organization and behavioral theory, problem identification, decision making, oral and written skills, strategy, confidence, and the ability to develop positive corrective-action techniques. (3 credit hours for M.B.A. students; 2 credit hours for M.Mgt. students).

**Prerequisites for M.Mgt. students:** GMGT 561, GMKT 564 with a grade of “C” or better; completion of 18 hours toward the Master of Management Degree with a cumulative GPA of 3.0 or better; and capability of creating case presentations using multimedia computer software.

**Prerequisite for M.B.A. students:** GMGT 561, GACT 562, GFIN 563, and GMKT 564 with a grade of C or better and capability of creating case presentations using multimedia computer software.

**Corequisite: GBUS 566 for M.B.A. students only.**

II. COURSE GOALS

- A. This course is designed to help the student do the following:
  - 1. Gain a broader understanding of the strategic management process.
  - 2. Successfully integrate the functional areas of accounting, finance, management, and marketing.
  - 3. Become relatively comfortable in making public business presentations.
  - 4. Sharpen his or her business analysis skills.
- B. In line with the purpose of this University, this course seeks to do the following:
  - 1. Contribute to the education of the whole person.
  - 2. Encourage each student to place faith in Jesus Christ at the center of his or her life.
  - 3. Encourage the synthesis and integration of the common bond of knowledge provided by the University into a unified whole.
  - 4. Sharpen the communication, computation, and critical analysis skills of each student.
  - 5. Develop appreciation for differing cultures.
  - 6. Increase the student's recognition of God's order, diversity, and creativity and their consequences in the social and historical sciences.
  - 7. Demonstrate that knowledge and experience are related, not separated.
  - 8. Reveal God's purpose and glory as evident in this course of study.
  - 9. Assist the student's development of basic skills, acquiring of basic knowledge and formulation of a world vision.
  - 10. Advocate the examination of this field of knowledge in the context of its influence upon and its being influenced by others.

### III. STUDENT LEARNING OUTCOMES FOR THIS COURSE

As a result of successfully completing this course, the student, with a minimum 70% level of accuracy, will be able to do the following:

- A. Define, discuss, and describe the strategic management process and related concepts.
- B. Integrate and apply the functional areas of business: accounting, finance, management, marketing and law, to the corporate strategic planning decision making process, and make public business presentations of strategic business plans using computer software.
- C. Apply the strategic management process, through the case method of analysis, to corporate business situations.

### IV. TEXTBOOKS AND OTHER LEARNING RESOURCES

#### A. Required Materials

- 1. Textbooks  
David, F. R. (2007). Strategic Management: Concepts and Cases (12<sup>th</sup> ed.). Upper Saddle River, NJ: Prentice Hall.
- 2. Other Required Materials  
Outside reading and research are necessary for case preparations. Articles from current periodicals may be assigned to facilitate classroom discussions

#### B. Optional Materials

- 1. Textbook  
Hoskisson, R. E., Hitt, , M. A., & Ireland, R. D. (2004). Competing for Advantage. Mason, OH: Thomson – Southwestern.

Outside reading and research are necessary for case preparations. Articles from current periodicals may be assigned to facilitate classroom discussions.

### V. POLICIES AND PROCEDURES

#### A. University Policies and Procedures

- 1. Attendance at each class or laboratory is mandatory at Oral Roberts University. Excessive absences can reduce a student's grade or deny credit for the course.
- 2. Students taking a late exam because of an unauthorized absence are charged a late exam fee.
- 3. Students and faculty at Oral Roberts University must adhere to all laws addressing the ethical use of others' materials, whether it is in the form of print, video, multimedia, or computer software. By submitting an assignment in any form, the student gives permission for the assignment to be checked for

plagiarism, either by submitting the work for electronic verification or by other means.

4. Final exams cannot be given before their scheduled times. Students need to check the final exam schedule before planning return flights or other events at the end of the semester.
5. Students are to be in compliance with University, school, and departmental policies regarding ePortfolio requirements. Students should consult the ePortfolio handbooks for requirements regarding general education and the students' majors.
  - a. The penalty for not submitting electronically or for incorrectly submitting an ePortfolio artifact is a zero for that assignment.
  - b. By submitting an assignment, the student gives permission for the assignment to be assessed electronically.

#### B. Course Policies and Procedures

##### 1. Evaluation Procedures

###### a. Graded Assignments

Final exam	100 points
Final case presentation	200 points
Brief notes and class participation	50 points
Case presentations	<u>200</u> points or more
TOTAL	550 points or more

###### b. Grades are assigned on the basis of total points earned:

90% - 100% = A

80% - 89% = B

70% - 79% = C Below 70% is not a passing grade and the final case presentation must be passed with a grade of "C" or better.

###### c. Examination Procedures

- (1) There is one final exam and a final case which consists of an in-depth case analysis and presentation.
- (2) If, for any reason, the student is unable to take an exam when it is regularly scheduled, he or she must clear the absence in advance with the professor; otherwise, if the student is even allowed to take the exam, it will be graded out of 60% of the possible points. There is no make-up for the final presentation.
- (3) Exams that are taken at times other than the regularly scheduled exam time require payment of a \$10 late exam fee.
- (4) Make-up exams are of a higher difficulty level than regularly scheduled exams.

- d. If a student desires advance permission for an excused absence, he or she should contact the professor or leave a message for the professor, and the message should include the following information: the student's name, the class and class time, why the student needs to be absent, and a return telephone number. To contact the professor, the student needs to attempt the following (in order) until someone is reached successfully:
  1. Talk to the professor or his or her student assistant (ext.

6988).

2. Leave a voice mail message (ext. 6988).

e. All brief notes must be typed. Handwritten notes are graded out of 40% of the possible points.

2. ePortfolio Requirements - None

## VI. COURSE CALENDAR

A more specific calendar is distributed during the first week of class.

Weeks 1-4	Lectures and text assignments
Weeks 5-10	Group case presentations
Weeks 11-15	Individual final case presentations
Week 16	Final exam

# Course Inventory for ORU's Student Learning Outcomes

## *Strategic Management GBUS 565 Fall 2008*

This course contributes to the ORU student learning outcomes as indicated below:

**Significant Contribution** – Addresses the outcome directly and includes targeted assessment.

**Moderate Contribution** – Address the outcome directly or indirectly and includes some assessment.

**Minimal Contribution** – Address the outcome indirectly and includes little or no assessment.

**No Contribution** – Does not address the outcome.

The student Learning glossary at <http://ir.oru.edu/doc/glossary.pdf> defines each outcome and each of the proficiencies/capacities.

OUTCOMES and Proficiencies/Capacities		Significant Contribution	Moderate Contribution	Minimal Contribution	No Contribution
1	<b>Outcome #1 – SPIRITUALLY ALIVE</b>				
	<i>Proficiencies/Capacities</i>				
1A	Biblical knowledge			X	
1B	Sensitivity to the Holy Spirit		X		
1C	Evangelistic capability			X	
1D	Ethical behavior	X			
2	<b>Outcome #2 – INTELLECTUALLY ALERT</b>				
	<i>Proficiencies/Capacities</i>				
2A	Critical thinking	X			
2B	Analytical problem solving	X			
2C	Global and historical perspectives	X			
2D	Aesthetic appreciation			X	
2E	Intellectual creativity	X			
2F	Information literacy	X			
3	<b>Outcome #3 – PHYSICALLY DISCIPLINED</b>				
	<i>Proficiencies/Capacities</i>				
3A	Healthy lifestyle				X
3B	Physically active lifestyle				X
3C	Properly balanced nutrition plan				X
4	<b>Outcome #4 – SOCIALLY ADEPT</b>				
	<i>Proficiencies/Capacities</i>				
4A	Communication skills	X			
4B	Interpersonal skills	X			
4C	Appreciation of cultural and linguistic differences	X			
4D	Responsible citizenship	X			
4E	Leadership capacity	X			