

# Strategic Management: MGMT 4219

University of Missouri – St. Louis

Spring Semester, 2016

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## Reading Materials

### Required

The text for the course is *25 Need to Know Strategy Tools* by Vaughn Evans, published by FT Publishing, 2014. It is available at the UMSL bookstore, at a cost of approximately \$25-30.

A collection of supplementary readings is also required; it is available from University Readers, in print and digital formats. You may also get the book from the bookstore at an additional cost for postage and handling. It will be needed for our January 26 meeting.

### Recommended

- *New York Times* This is an excellent source of news of both national and global commerce.
- *Scientific American*. A monthly publication founded 165 years ago and now published globally in 18 languages, it features thorough and timely science reporting, and is written for the layman.
- *The Economist*. This is a weekly publication, first published in 1843 to take part in "a severe contest between intelligence, which presses forward, and an unworthy, timid ignorance obstructing our progress" The publication seems to have taken the side of intelligence – we will do the same in here.

## What You Can Expect

We will study the process of strategic management. We will so do using a variety of approaches including lecture/discussion, printed materials and case analyses.

This course will also identify and examine some of the environment problems we face and explore the ways in which these problems are affecting business and other aspects of modern life. Other topics for study include innovation and entrepreneurship.

The dual focus on environmental developments of the day and on the process and techniques organizations use in strategic planning, is intended to prepare you to understand, and participate in, planning in an difficult environment of rapid and profound changes.

## What I Expect of You

You will assume an active role in the class. This means you will come to each class having studied the assigned material, and prepared to share your views on it with your classmates. Participation comes easy for some, not so easy for others. I urge you to prepare thoroughly and then put aside your doubts about whether your contributions should be made. They should be made – all views are welcome in our discussions. The other side of this coin, or equation, is that you must listen carefully and respectfully to the comments of others.

I expect that cell phones be turned off. We will take frequent breaks, so unless you or someone very close to you is about to have a baby, do not make calls during class. This blackout includes texting.

The use of lap tops for taking notes is acceptable but please be warned that I will make spot checks to see that notes are in fact what is on your screen. And woe to the person who is checking to see what is going on in the Blues game.

## Schedule

<u>Date</u>	<u>Class Number</u>	<u>Topic</u>	<u>Rdgs/Tools</u>
Jan 19	1	Introduction <b>PA 10</b>	None
Jan 26	2	Problems of our physical environment <b>10</b>	Rdg 4
Feb 2	3	Cancelled <b>10</b>	None

Feb 9	4	Controversy & corporate response, exam preview	<b>10</b>	
Feb 16	5	Exam #1 Planning: process and issues	<b>15</b>	
Feb 23	6	Planing: goal-setting and the industry	<b>15</b>	T 1-4 & 6
Mar 1	7	Competitive environment and strategies	<b>15</b>	T 7, 11, 12, 14 &13
Mar 8	8	Tim Horton & Sobey's	<b>20</b>	Rdgs 7 & 8
Mar 15	9	NCAA & Bixi	<b>20</b>	Rdgs 11 & 12
<b>Mar 22</b>	<b>10</b>	<b>DuPont &amp; others</b>	<b>20</b>	<i>New York Times</i>

-----Spring Break: March 26 – April 3-----

Apr 5	11	Exam #2 and Innovation	<b>15</b>	Rdgs 1, 5, 10
Apr 12	12	Entrepreneurship	<b>15</b>	Rdgs 2, 6
Apr 19	13	Corporate strategy	<b>15</b>	Rdg 9
Apr 26	14	Group report preparation		
May 3	15	Presentation of reports		
May 10	16	Optional Final, 7:00 – 9:00 PM		

### Grading

#### Component

#### Points

- |  |                     |
|--|---------------------|
| • Participation/attendance: 11 top P/A scores, out of 13 | 160 (Range 150-170) |
| • Exam #1 (environment)                                  | 75                  |
| • Exam #2 (strategy management)                          | 75                  |
| • Optional final (5 short essays X 20)                   | 100                 |
| • Presentation (40); Report (60)                         | 100                 |
| ○ Total  | 410/510             |

