

BUSN620

STUDENT WARNING: This course syllabus is from a previous semester archive and serves only as a preparatory reference. Please use this syllabus as a reference only until the professor opens the classroom and you have access to the updated course syllabus. Please do NOT purchase any books or start any work based on this syllabus; this syllabus may NOT be the one that your individual instructor uses for a course that has not yet started. If you need to verify course textbooks, please refer to the online course description through your student portal. This syllabus is proprietary material of APUS.

Course Summary

Course : BUSN620 **Title :** Strategic Management

Length of Course : 8

Prerequisites : BUSN603 **Credit Hours :** 3

Description

Course Description: This course is a culmination of the business functions to incorporate them into a coherent, profitable, sustainable business strategy. This course includes strategy information, decisions, and techniques of industry leaders. (Prerequisite: BUSN603)

Course Scope:

Emphasis in this course will be placed on problems and opportunities of small business owners and managers. It will also provide you an opportunity to analyze several components critically, which will challenge you to apply management principles to accomplishing growth in small business enterprises. The ultimate objective of the course is to enable the student to evaluate and to solve problems involving small business management and to communicate effectively their recommendations to others.

Objectives

After successfully completing this course, you will be able to

- Examine the strategic management process for small and large corporations.
 - Evaluate strategic initiatives to leverage opportunities and mitigate threats to small businesses.
 - Demonstrate how to build a competitive advantage through functional level strategy.
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Outline

Week 1:

Topics

Strategy, Business Models, and Competitive Advantage.

Strategy Formulation, Execution, and Governance.

Learning Objectives

- Explain the concept of strategic management.
- Understand the importance of developing a thorough plan that will guide the organization in the future.
- Examine the importance of strategic management as a process. Identify and discuss the role and function of a company mission.
- Explain how vision and performance help leaders clarify strategic intent.
- Understand how a mission sets a direction for an organization.

Text Readings:

- Chapters 1 & 2

Deliverables:

Introduction Post, due day 7

Quiz 1, due day 7

Week 2:

Topics

Evaluating a Company's External Environment.

Evaluating a Company's Resources, Capabilities, and Competitiveness.

Learning Objectives

- Identify and describe the environmental factors that affect the performance of a firm.
- Be able to identify how our products and services may gain an advantage against our competitors.
- Identify forces that support the organizational strategy and those that may undermine it.
- Explain how to conduct a SWOT analysis, and be able to summarize its limitations.

Text Readings:

- Chapters 3 & 4

Deliverables:

Forum Post Week 2, due day 3

No Assignment this week

Week 3:

Topics

The Five Generic Competitive Strategies.

Learning Objectives

- Illustrate how a firm can pursue both low-cost and differentiation strategies.
- Understand major trends in the business environment that relate to product demand, attractiveness and market scope.
- Assess factors that establish broad possibilities for the organization in terms of product and market

attractiveness.

- Examine and explore the portfolio approach to strategic analysis and choice in multi-business companies.

Text Readings:

- Chapter 5

Deliverables:

Forum Post Week 3, due day 3

Quiz 3, due day 7

Week 4:

Topics

Prepare for Mid-Term Exam

Learning Objectives

- Successfully complete Mid-Term Exam

Text Readings:

- Chapters 1-5

Deliverables:

Midterm Exam, due day 7

Week 5:

Topics

Strengthening a Company's Competitive Position: Strategic Moves, Timing, and Scope of Operations.

Strategies for Competing in International Markets.

Learning Objectives

- Clarify the significance of communicating the plan to all constituents.
- Identify and discuss topics for long-term corporate objectives including the forces that drive the organization's products and markets.
- Appreciate the power of consumer preferences for product/market scope.
- Examine major global strategic issues.

Text Readings:

- Chapters 7 & 8

Deliverables:

Forum Post Week 5, due day 3

No Assignment this week

Week 6:

Topics

Corporate Strategy: Diversification and the Multibusiness Company.

Ethics, Corporate Social Responsibility, Environmental Sustainability, and Strategy.

Learning Objectives

- Explore and discuss the importance of the stakeholder approach to social responsibility.
- Gain an understanding of the role ethical issues play in setting boundaries within which businesses operate.
- Making fair assessments of how realistic the strategy is in our culture.

Text Readings:

- Chapters 10

Deliverables:

Forum Post Week 6, due day 3

Quiz 6, due day 7

Week 7:

Topics

Superior Strategy Execution- Another Path to Competitive Advantage

Learning Objectives

- Develop the skills to assess the success of the plan.
- Learn how to build in practical measures that will keep the organization on track.
- Submit Strategic Plan

Text Readings:

- Chapter 6

Deliverables:

Forum Post Week 7, due day 3

Assignment 7 Project, due day 7

Week 8:

Topics

Prepare for Final Exam

Learning Objectives

- Successfully complete comprehensive strategic management final.

Text Readings:

- Chapter 6

Deliverables:

Forum Post Week 7, due day 3

Final Exam, due day 7

Evaluation**Grading:**

Name	Grade %
Discussion Forums	30.00 %
Introduction Forum	4.29 %
Week 2 Forum	4.29 %
Week 3 Forum	4.29 %
Week 5 Forum	4.29 %
Week 6 Forum	4.29 %
Week 7 Forum	4.29 %
Week 8 Forum	4.29 %
Quizzes	25.00 %
Quiz Week 1	8.33 %
Quiz Week 3	8.33 %
Quiz Week 6	8.33 %
Exams	30.00 %
Final Exam	15.00 %
Mid-Term Exam	15.00 %
Project	15.00 %
Week 7 - Strategic Plan	15.00 %

Materials

Book Title: Various resources from the APUS Library & the Open Web are used. Please visit <http://apus.libguides.com/er.php> to locate the course eReserve.

Author: No Author Specified

Publication Info:

ISBN: N/A

The VitalSource e-book is provided via the APUS Bookstore.

Please visit <http://apus.libguides.com/bookstore> for more information.

[APUS Bookstore](#)

Required Readings

- Course book: Author - Anonymous. (2015) Mastering Strategic Management. University of Minnesota Libraries Publishing. Retrieved from: <https://open.umn.edu/opentextbooks/textbooks/73>

Software Requirements

Microsoft Word 97 – 2003 – 2007 or newer.

Adobe Reader -- Go to <http://www.adobe.com/products/acrobat/readstep2.html> to download the latest version. This download is free.

Web Sites

In addition to the required course texts, the following public domain websites and video links are useful. Please abide by the university's academic honesty policy when using Internet sources. Note website and video addresses are subject to change.

- [American Psychological Association \(APA\) Style Website](#)
- [Purdue Online Writing Lab](#)
- [YouTube Video on Formatting an APA Style Paper](#)
- [Microsoft Office Training Website](#)
- [YouTube Videos on Microsoft Excel for Beginners](#)
- [Needles, Powers, and Crosson Textbook Companion Website](#)
- [Turnitin Website](#)
- [YouTube Video Accounting Lectures by Susan Crosson](#)
- principlesofaccounting.com
- NetMBA.com

Additional Resources

In addition to the required course texts, the following public domain web sites are useful. Please abide by the university's academic honesty policy when using Internet sources as well. Note web site addresses are subject to change.

Site Name	Website URL/Address
American Psychological	http://www.apastyle.org/
Purdue Online Writing Lab	http://owl.english.purdue.edu/owl/resource/560/01/
APA Guide	https://owl.english.purdue.edu/media/pdf/20090212013008_
APA Formatting Software—Perrla	https://www.perrla.com/
When to use a Commas	https://owl.english.purdue.edu/owl/resource/607/02/

What constitutes a paragraph <https://owl.english.purdue.edu/owl/resource/606/02/>

Course Guidelines

Citation and Reference Style

- Students will follow APA format as the sole citation and reference style used in written assignments submitted as part of coursework to the School of Business.
- Please note that no formal citation style is required on forum assignments in the School of Business—only attribution of sources (please see details regarding forum communication below).

Tutoring

- [Tutor.com](#) offers online homework help and learning resources by connecting students to certified tutors for one-on-one help. AMU and APU students are eligible for 10 free hours of tutoring provided by APUS. Tutors are available 24/7 unless otherwise noted. Tutor.com also has a SkillCenter Resource Library offering educational resources, worksheets, videos, websites and career help. Accessing these resources does not count against tutoring hours and is also available 24/7. Please visit the APUS Library and search for 'Tutor' to create an account.

Late Assignments

- Students are expected to submit classroom assignments by the posted due date and to complete the course according to the published class schedule. The due date for each assignment is listed under each assignment.
- Generally speaking, if arrangements are not made in advance, a late penalty of 10% will be assessed for all written assignments, quizzes and exams submitted 1-7 days past the due date. Assignments will not be accepted after the 7th day. No work will be accepted past the final day of class, unless prior arrangements have been made with the instructor.
- As a working adult, your time is limited and often out of your control. Faculty may be more flexible if they know ahead of time of any potential late assignments.

Turn It In

- Faculty may require assignments be submitted to Turnitin.com. Turnitin.com will analyze an assignment submission and report a similarity score. Your assignment submission is automatically processed through the assignments area of the course when you submit your work.

Academic Dishonesty

- Academic Dishonesty incorporates more than plagiarism, which is using the work of others without citation. Academic dishonesty includes any use of content purchased or retrieved from web services such as CourseHero.com or Scribd. Additionally, allowing your work to be placed on such web services is academic dishonesty, as it is enabling the dishonesty of others. The copy and pasting of content from any web page, without citation as a direct quote, is academic dishonesty. When in doubt, do not copy/paste, and always cite.

Submission Guidelines

- Some assignments may have very specific requirements for formatting (such as font, margins, etc) and submission file type (such as .docx, .pdf, etc). See the assignment instructions for details. In general, standard file types such as those associated with Microsoft Office are preferred, unless otherwise

specified.

- It is the student's responsibility to ensure the all submitted work can be accessed and opened by the instructor.

Disclaimer Statement

- Course content may vary from the outline to meet the needs of a particular group or class.

Communicating on the Forum

- Forums are the heart of the interaction in this course. The more engaged and lively the exchanges, the more interesting and fun the course will be. Only substantive comments will receive credit. Although there is a final posting day/time after which the instructor will grade and provide feedback, it is not sufficient to wait until the last day to contribute your comments/questions on the forum. The purpose of the forums is to actively participate in an on-going discussion about the assigned content.
- "Substantive" means comments that contribute something new and important to the discussion. Thus a message that simply says "I agree" is not substantive. A substantive comment contributes a new idea or perspective, a good follow-up question to a point made, offers a response to a question, provides an example or illustration of a key point, points out an inconsistency in an argument, etc.
- As a class, if we run into conflicting viewpoints, we must respect each individual's own opinion. Hateful and hurtful comments towards other individuals, students, groups, peoples, and/or societies will not be tolerated.
- Students must post a response to the weekly forums prompt and post the required number of replies to other students – refer to the grading rubric and/or forum instructions for specific expectations on number of replies and word count requirements.
- The main response to the forum need to be provided mid-week – refer to the grading rubric and/or forum instructions for specific expectations. Late initial response to forums will be penalized 10% if submitted after the due date (Wednesday). Initial and peer responses are not accepted for grading outside the week of discussion without prior instructor approval.

Quizzes and Exams

- Quizzes and exams may consist of true/false, multiple choice, and short essay questions. Each quiz/exam is accessible only once. Once a quiz/exam is accessed, you will not be able to access it again if you disconnect. Therefore, allocate time to complete your quiz/exam. Weekly quizzes/exams must be submitted by midnight Eastern Time, Day 7 of the assigned week. Late quizzes and the mid-term exam submitted 1-7 days past the due date will be penalized 10%. The final exam must be submitted by the last day of the course unless prior instructor approval has been granted.

University Policies

[Student Handbook](#)

- [Drop/Withdrawal policy](#)
- [Extension Requests](#)
- [Academic Probation](#)
- [Appeals](#)
- [Disability Accommodations](#)

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