

## Departmental Course Syllabus

**Business Department** \* Academic Instruction Center Suite 325    **Revision:** Spring 2009  
**San Antonio College** \* 1300 San Pedro Avenue \* San Antonio, TX 78212-4299

**Course Number and Title:** BMGT 2341 – Strategic Management

**Credit Hours:** 3

**Instructor:** Varies

**Office:** Varies

**Phone Number:** (210) 486-1414    **Fax:** (210) 486-1503

**E-mail:** Varies

**Web Address:** <http://www.accd.edu/sac/business>

**Office Hours:** To be posted by the individual instructor.

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**I. Catalog Description:**

This is an integrative course in the strategic management process involving analysis of how organizations develop and implement a strategy for achieving organizational objectives in a changing environment.

**II. Pre-requisites, co-requisites and other requirements:**

BMGT 1303, MRKG 1311, HRPO 2307, and BUSG 1345, or department approval

**III. Text and/or Other Requirements:**

*Strategic Management: Concepts & Cases* 12<sup>th</sup> edition, David – Pearson/Prentice Hall Publisher

**IV. Methods of Instruction:**

Course instruction will be through lecture, accompanied by PowerPoint presentation, class participation, films/videos, handouts, possible guest lecture, and text case work as assigned.

**V. Course Content:**

This course addresses the study of strategic management therefore emphasizing the monitoring and evaluation of external opportunities and threats in light of a corporation's strengths and weaknesses. Strategic management incorporates such topics as long-range planning and strategy.

**VI. Learning Outcomes:**

**Learning Outcome 1:** The student will be able to explain the processes involved in management strategy development.

Performance Objectives/Methods of Measurement for this outcome:

The student will be able to:

1. Explain on a written examination how to apply effective methods of assessing changes and trends in the firm's external environment and propose actions to capitalize on these changes and trends.
2. Assess through completing written exercises a firm's internal

environments for strengths and weaknesses and make recommendations to alter the firm's internal environment to capitalize on changes in the external environment.

3. Explain on a written examination why it is important for the organization to be perceived by the public as being ethical and concerned for the welfare of all its stakeholders.
4. Explain on a written examination the relationship between strategy formulation and the strategic control process.

**Learning Outcome 2:** The student will be able to develop a strategic management plan for an organization.

Performance Objectives/Methods of Measurement for this outcome:

The student will be able to:

1. Evaluate assigned cases using material from the text for historical data and research to develop a strategic plan for submission through oral and written presentation of the case analysis.
2. Locate and demonstrate use of reference material assess competitor's strategy and potential reactions to strategic plans for submission through oral and written presentation of the case analysis.
3. Use financial and ratio analysis to measure the fiscal condition of the firm in formulating short and long range goals and strategic plans for submission through oral and written presentation of the case analysis.
4. Develop a trend and SWOT analysis and formulate a 3-5 year strategic plan and support its economic and financial feasibility by using the appropriate economic and financial analyses for submission through oral and written case analysis.
5. Develop and present a strategic management plan for an organization. This presentation will include an assessment of presentation skills, appearance, demeanor and response to analysis questions.

## SCANS

The following SCANS Skills will be taught in the course: Allocates Human Resources (C4); Participates as a member of a team (C9); exercises leadership (C12); acquires and evaluates information (C5); interprets and communicates information (C13); understands systems (C15);

Foundation skills included are: reading (F1); mathematics (F4); listening (F5); creative thinking (F7); decision making (F8); seeing things in the mind's eye (F10); knowing how to learn (F11); reasoning (F12); self-esteem (F14); sociability (F15); self-management (F16); and integrity/honesty (F17).

**VII: Course requirements and grade computation:**

**A. College Requirements:**

1. A written comprehensive final examination, not to exceed three hours in length, shall be given at the end of each semester for each course at the regularly scheduled time. Any exceptions to these requirements must be approved by the appropriate dean. Other examinations are given at the discretion of the instructor.

A student who must be absent from a final examination should petition that instructor for permission to post pone the examination. A student absent without permission from a final examination is graded “F”. Postponed examination result in a grade of “I”. The final exam must be taken within 120 calendar days from the end of the semester or the grade automatically becomes an “F”. (San Antonio College Bulletin, Faculty Handbook – January 1995)

**B. Departmental Requirement:**

**Workload:** Students are responsible for reading and studying each chapter PRIOR TO class lecture and discussion of the chapter. **THIS IS VERY CRITICAL.** Your success in this class is dependent upon your continued commitment to maintaining a daily study time outside the classroom. You must stay current.

**C. Instructor Requirements:**

**Grading Scale:**

A	=	90	-	100
B	=	80	-	89
C	=	70	-	79
D	=	60	-	69
F	=	Below 60		

**VIII: College Policies:**

- A. San Antonio College does not discriminate on the basis of race, religion, color, national origin, sex, age, or disability with respect to access, employment programs or services.
- B. “Students are urged not to bring children to either a class or a lab. Minors under the age of twelve (12) must not be left unattended on campus.”  
College Academic Council – April, 1998
- C. ADA Statement: “As per Section 504 of the Vocational Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, if accommodation is needed contact the Office of DisABILITY Support Services, CAC 124C, Phone: (210) 733-2347”
- D. A Rapid Response Team exists for the purpose of responding to emergencies. If you have a disability that will require assistance in the event of a building evacuation, notify Disability Support Services, Chance Academic Center 124C, Phone: (210) 733-2347.
- E. Academic Dishonesty: Students may be subject to disciplinary proceedings resulting in an academic penalty or disciplinary penalty for academic dishonesty. Academic Dishonesty includes, but is not limited to cheating on a text, plagiarism and collusion. For additional information refer to the “Student Code of Conduct”: in the San Antonio College Bulletin.
- F. Students are required to silence all electronic devices (e.g., pagers, cellular phones, etc.) when in classrooms, laboratories and the library. College Academic Council, 01/2000.
- G. San Antonio College Attendance Policy: Regular and punctual attendance is required. A student absent for any reason is responsible for all work missed. Absences are recorded from the first day of class. A student absent the equivalent of two weeks of instruction, may be dropped by the instructor with a grade of “W.” Both tardiness and early departure from class are forms of absenteeism. The instructor establishes the policy with regard for each.
- H. San Antonio College is a smoke free campus.
- I. ACCD DPS Emergency Phone Numbers:  
ACCD DPS Emergency Phone (210) 222-0911  
ACCD DPS General Phone (210) 208-8099  
ACCD DPS Weather Phone (210) 208-8189 – (For information on college closures)

- J. Students must also abide by the policies, procedures, and rules set forth in the "Student Code of Conduct" and all other policies set forth in the San Antonio College Bulletin.  
[www.accd.edu/sac/sacmain/schedule/SAC\\_Bulletin\\_05-06.pdf](http://www.accd.edu/sac/sacmain/schedule/SAC_Bulletin_05-06.pdf)

## **IX. Miscellaneous Information**

1. Retention Period For Student Work, Exams, etc:

Student papers and exams will be retained for one semester after the completion of the course.

2. Business Department

For degree plans, general syllabi outlines, and other information on your current course and faculty, please visit the Business Department website at: <http://www.accd.edu/sac/business> or contact us at (210) 733-2700.

3. Business Computer Lab

The Business Computer Lab is a student lab that is open to any Business Department student majoring in any of the departments programs and/or taking any department course. For more information, please contact the BCL at (210) 785-6058 or visit us on the web at <http://www.accd.edu/sac/business/lab>.