



BUSN 410 STRATEGIC MANAGEMENT

Basic Course Information:

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Dates: **This course starts 8/28.** This will be our first face-to-face meeting. You should purchase the textbook and begin to read chapters 1-3 before 8/28.

Location: This course is a blended course. It will meet online and face-to-face. There will be online assignments during the week to complete! I will post a schedule of meetings and activities for you on Canvas.

Classroom: Presidents Hall, Main Campus, President's Hall, 250

Days: We will meet in face-to-face on Tuesdays and online on Thursdays.

Course Description

This course contextualizes the functions of business within a framework of strategic management that considers the direction and goals of a firm; social, political, technological, economic, and global factors; industry and market structures; and organizational strengths and weaknesses.

Learning Outcomes

After completing this course the student will be able to:

1. Discuss intelligently issues related to strategic management (Discussion Forums)
 2. Apply management principles and theories of competition to a range of organizational problems (Final Project, Cases, Analysis Exercises)
 3. Describe internal and external forces that impact decision making (Final Project, Cases, Analysis Exercises)
 4. Communicate business concepts orally and in writing (Final Project)
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Textbook(s)

The recommended textbook for this course is:

Hill, C. W., & Jones, G. R. (2012). *Essentials of strategic management*.
Mason, OH: South-Western/Cengage Learning.

Note: Students are not required to buy this textbook specifically but the case studies and final project are found in the textbook. It is recommend but not required.

Grade Breakdown

Here is how I will determined your grade:

- 1. Online Forums & Worksheets (20%)** – You are required to participate in Discussion Forums, Classroom Worksheets and Online Activities throughout the semester. These will take place on Canvas. I will post instructions and requirements about how to earn a good grade on the Discussion Forums and these assignments. These activities are worth 20% of your grade so make sure you are actively participating in them and giving a solid effort.
- 2. Analysis Exercises (30%)** – You are required to complete 4 analysis exercises that will be discussed and explained in class. You will choose a company and prepare a series of analysis according to the instructor's directions. This will require you to research a company and understand its current position and make observations about the company's desired future state. Below is a list of the exercises and the due dates. Further instructions and requirements will be discussed in class and made available on Canvas.
 - SWOT Analysis (Due 9/29)
 - Five Force Analysis (Due 10/27)
 - Competitive Advantage Analysis (Due 11/30)
 - Financial Analysis (Due 11/30)
- 3. Case Studies (30%)** – You will complete two case studies from the textbook. I will give the class a choice of what cases you want to complete depending on your interests. We are going to review the requirements for these cases in class. There is a specific method we will use to analyze cases.

- 4. Final Group Case Study Presentation (20%)** – You will be required to give an oral presentation that is related to the final case study. The professor will chose the case study for your presentation. The case study will come from the textbook.

Note: Due Dates for assignments can be found in the schedule of learning activities. I will post this in Canvas.

Attendance and Academic Integrity

A student who fails to participate in the online discussion forums and consistently misses assignments will be encouraged to drop the course. If you are not participating actively in the forums during Module 1 I will work to have you dropped.

Disabilities and Special Accommodations

Disability Services: Students who require academic accommodations due to any documented physical, psychological, or learning disability should request assistance from the Student Services Department within the first two weeks of class. The Student Services Department is located on the upper level of the Presidents Hall.