

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.

## American Public University System

*The Ultimate Advantage is an Educated Mind*

**Department of Management  
MGMT410  
Strategic Management  
3 Credit Hours  
8 weeks  
Prerequisite(s): None**

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### Course Description

In today's business environment, executives have challenging and costly corporate decisions to make regarding globalization and organizational expansion. This course focuses on concepts and approaches that shape organizational strategic decision making by examining internal and external factors and influences. Students will have the opportunity to analyze case studies and participate in discussions on how best to select competitive strategies and analyze competitive advantages.

### Course Scope

MGMT410 is designed to provide students with knowledge and development of approaches for defining, analyzing, and resolving complex strategic problems of profit and not for profit organizations. The objective is to provide the student with an opportunity to use a variety of business disciplines in solving business problems through the use of weekly discussion assignments, tests, and assessment papers.

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### Course Objectives

The successful student will:

LO1: Examine the internal and external environments of a firm.

LO2: Compare and contrast competitive advantages and intellectual assets of a firm.

LO3: Examine the impact of organizational initiatives and partnerships on increasing employee/consumer awareness of the importance of diversity in global markets.

LO4: Evaluate effective organizational designs, strategic leadership, and innovation opportunities.

LO5: Assess leveraging internet, marketing, and e-business capabilities.

### Course Delivery Method

This MGMT410 Strategic Management course delivered via distance learning will enable students to complete academic work in a flexible manner, completely online. Course materials and access to an online learning management system will be made available to each student. **Online assignments are typically due by Sunday evening** of the week as noted, but initial Discussion Forum questions are due by Thursday midnight each week after week one. Assigned faculty will support the students throughout this eight-week course.

### Course Materials

#### Required Course Textbooks:

Exploring Strategy Text & Cases

Course	Authors	Book Title	Publication Info	ISBN
MGMT410	Johnson, Whittington, Scholes, Angwin, Regner	Exploring Strategy Text and Cases	Pearson	9781292006895

#### Textbook in APA format:

Johnson, G., Whittington, R., Scholes, K. Angwin, D., Regner, P. (2014). *Exploring Strategy Text & Cases* (10<sup>th</sup> ed). Harlow, U.K.: Pearson.

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**Required Readings:**

See course outline and lessons

**Additional Resources:**

You will find links articles and in the weekly lesson section of the classroom under course materials.

**Websites**

In addition to the required course texts the following public domain Websites are useful. Please abide by the university’s academic honesty policy when using Internet sources as well.

Site Name	Website URL/Address
The OWL at Purdue	<a href="http://owl.english.purdue.edu/">http://owl.english.purdue.edu/</a>
APA Style Homepage	<a href="http://www.apastyle.org/index.aspx">http://www.apastyle.org/index.aspx</a>
American Management Association	<a href="http://www.amanet.org/">http://www.amanet.org/</a>
Academy of Management	<a href="http://www.aonline.org/">http://www.aonline.org/</a>

**Evaluation Procedures**

**Forums:** Weekly forums are critical for successful completion of this course and will be graded weekly. Complete and thorough initial postings (more than 250 words) are due by Thursday of each week (except week one) and two substantial posts to other students by Sunday (at least 100 words). Quotes should be avoided in forum discussions.

**Writing assignments:** Three papers will be graded based on the material presented in relation to the questions asked, proper grammar and punctuation, spelling, APA formatting and presentation. Please see the assignment section of the classroom for details regarding the two short papers and one case study in week three, five, and seven. Week seven is a case study.

**Assessments:** One quiz (week four) is worth 5 points and is a five-question short essay quiz. The final exam in week eight is a 10-question short essay quiz worth 15 points and both will be manually graded by your instructor.

Graded Assignment	Percent of Final Grade
Discussion forums (8 @ 5 points each)	40
Week 4 quiz	5

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<b>Week 8 final exam</b>	<b>15</b>
<b>Paper assignments (2)</b>	<b>30</b>
<b>Case Study assignment</b>	<b>10</b>
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<b>Total Points/Percentage</b>	<b>100</b>

### 8 – Week Course Outline

<b>Week</b>	<b>Topic(s)</b>	<b>LO(s)</b>	<b>Reading(s)</b>	<b>Assignment(s)</b>
<b>1</b>	Strategic Marketing	5	(3) Strategic Marketing Articles – Links in classroom  Launch Lesson	Introduction Forum  Discussion Forum
<b>2</b>	Strategic Management Concepts	4	Chapters 1 & 2  Launch Lesson	Discussion Forum
<b>3</b>	Strategic Capabilities and Purpose	1,2	Chapters 3 & 4  Launch Lesson  Video	Discussion Forum  SWOT Paper Assignment due
<b>4</b>	Business and Corporate Level Strategies	1,3	Chapters 5,6 & 7  Launch Lesson	Discussion Forum  Quiz

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			Video	
<b>5</b>	International and Entrepreneurial Strategies	3	Chapters 8 & 9 Launch Lesson	Discussion Forum Managerial Economics Paper
<b>6</b>	Strategic Development/ Organizational Structure	1,2	Chapters 12 & 13 Launch Lesson	Discussion Forum
<b>7</b>	Strategic Leadership and Innovation	3,4	Chapter 14 Launch Lesson Katarzyna Article	Discussion Forum Case Study Paper
<b>8</b>	Strategic Decision Making and Analysis	2,5	Chapter 15 Launch Lesson	Discussion Forum Final Exam

Please see the [Student Handbook](#) to reference the University's [grading scale](#)

### **Course Delivery Method**

This course delivered via distance learning will enable students to complete academic work in a flexible manner, completely online. Course materials and access to an online learning management system will be made available to each student. Online assignments are due by Sunday evening of the week as noted and include Forum questions (accomplished in groups through a threaded forum), examination, and individual assignments submitted for review by the Faculty Member). Assigned

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faculty will support the students throughout this eight-week course.

## **Policies**

Please see the [Student Handbook](#) to reference all University policies. Quick links to frequently asked question about policies are listed below.

[Drop/Withdrawal Policy](#)

[Plagiarism Policy](#)

[Extension Process and Policy](#)

[Disability Accommodations](#)

### **Grading Scale**

Please see the [Student Handbook](#) to reference the University's [grading scale](#).

### **Citation and Reference Style**

Attention Please: Students will follow the APA Format as the sole citation and reference style used in written work submitted as part of coursework to the University. Assignments completed in a narrative essay or composition format must follow the citation style cited in the APA Format.

### **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. As adults, students, and working professionals, I understand you must manage competing demands on your time. We all know that "life happens" but it is important to adhere as closely to the deadlines in the class as possible.

Should you need additional time to complete an assignment, please contact me before the due date so we can discuss the situation and determine an acceptable resolution. If arrangements are not made in advance, a late penalty of 10% will be assessed for any assignment 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.

### **Netiquette**

Online universities promote the advancement of knowledge through positive and constructive debate – both inside and outside the classroom. Forums on the

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Internet, however, can occasionally degenerate into needless insults and “flaming.” Such activity and the loss of good manners are not acceptable in a university setting – basic academic rules of good behavior and proper “Netiquette” must persist. Remember that you are in a place for the rewards and excitement of learning which does not include descent to personal attacks or student attempts to stifle the Forum of others.

- **Technology Limitations:** While you should feel free to explore the full-range of creative composition in your formal papers, keep e-mail layouts simple. The Sakai classroom may not fully support MIME or HTML encoded messages, which means that bold face, italics, underlining, and a variety of color-coding or other visual effects will not translate in your e-mail messages.
- **Humor Note:** Despite the best of intentions, jokes and especially satire can easily get lost or taken seriously. If you feel the need for humor, you may wish to add “emoticons” to help alert your readers: ;-), : ), ☺

### **Disclaimer Statement**

Course content may vary from the outline to meet the needs of this particular group.

## **Academic Services**

The Online Library is available to enrolled students and faculty from inside the electronic campus. This is your starting point for access to online books, subscription periodicals, and Web resources that are designed to support your classes and generally not available through search engines on the open Web. In addition, the Online Library provides access to special learning resources, which the University has contracted to assist with your studies. Questions can be directed to [librarian@apus.edu](mailto:librarian@apus.edu).

- **Charles Town Library and Inter Library Loan:** The University maintains a special library with a limited number of supporting volumes, collection of our professors’ publication, and services to search and borrow research books and articles from other libraries.
- **Electronic Books:** You can use the online library to uncover and download over 50,000 titles, which have been scanned and made available in electronic format.

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- **Electronic Journals:** The University provides access to over 12,000 journals, which are available in electronic form and only through limited subscription services.
- **Tutor.com:** AMU and APU Civilian & Coast Guard students are eligible for 10 free hours of tutoring provided by APUS. [Tutor.com](http://Tutor.com) connects you with a professional tutor online 24/7 to provide help with assignments, studying, test prep, resume writing, and more. Tutor.com is tutoring the way it was meant to be. You get expert tutoring whenever you need help, and you work one-to-one with your tutor in your online classroom on your specific problem until it is done.
- **Disability Accommodations:** Students are encouraged email [dsa@apus.edu](mailto:dsa@apus.edu) to discuss potential academic accommodations and begin the review process.

**Request a Library Guide for your course**  
(<http://apus.libguides.com/index.php>)

The AMU/APU Library Guides provide access to collections of trusted sites on the Open Web and licensed resources on the Deep Web. The following are specially tailored for academic research at APUS:

- Program Portals contain topical and methodological resources to help launch general research in the degree program. To locate, search by department name, or navigate by school.
- Course Lib-Guides narrow the focus to relevant resources for the corresponding course. To locate, search by class code (e.g., SOCI111), or class name.

If a guide you need is not available yet, please email the APUS Library:  
[librarian@apus.edu](mailto:librarian@apus.edu).

### Turnitin.com

Faculty may require assignments be submitted to Turnitin.com. Turnitin.com will analyze a paper and report instances of potential plagiarism for the student to edit before submitting it for a grade. In some cases professors may require students to use Turnitin.com. This is automatically processed through the Assignments area of the course.