

Kent State University Thursday 4:25 – 7:05 PM Room: Lorain UC 325

Instructor: Dean A. Porr, Ph.D. Office: BA A426
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Office hours: Thr 10:00 AM – 2:00 PM and by appointment.

Required Text: *Strategic Management: Competitiveness & Globalization*, 10th edition. By Hitt, Ireland, & Hoskisson (South-Western Cengage Learning, 2013).

Course Objectives: This course exposes students to the integration of the functional areas of business in the formulation and integration of policy. Projects and case analyses of business situations provide students with the opportunity to apply analytical and creative problem solving skills.

Learning Outcomes: After completion of the course students should have the skills, information, knowledge and tools:

- to analyze business problems from a strategic perspective.
- to integrate prior business concepts with real business problems.
- to think, plan, and act in an ethical and strategic manner.

Course Requirements and Grading:

- a) Textbook examinations: There will be four scheduled exams, each accounting for 20% of the final grade. Exams will consist of multiple choice questions, true/false questions, and short fill-in responses. All topics covered in class may appear on the exam including those not contained in the text, and material found in the text but not covered in class may also appear on the exams unless specifically omitted by the instructor.

A non-mandatory comprehensive final will be given for students who miss one of the regularly scheduled tests, or for students who wish to replace the lowest score they received on a regular test. In such cases the highest score of the regular test or final will be used for final grading purposes.

- b) Case Analysis: Students will be responsible for preparing two case analyses, corresponding to concepts from different chapters of the text. These formal reports will be 1,350 – 1,650 words each, not counting graphs, tables, references, etc. Each case analysis will be sent to the instructor as a word document by the day it is due, and will account for 10% of the final grade. Late submissions will be reduced 10% per day.

Final grades may be curved, with the following representing a maximum % for each grade:

93.34 – 100.00%	A	73.34 – 76.66%	C
90.00 – 93.33%	A-	70.00 – 73.33%	C-
86.67 – 89.99%	B+	66.67 – 69.99%	D+
83.34 – 86.66%	B	60.00 – 66.66%	D
80.00 – 83.33%	B-	00.00 – 59.99%	F
76.67 – 79.99%	C+		

Administrative policies apply to all students in this course:

- a) Academic honesty: Cheating means to misrepresent the source, nature, or other conditions of your academic work (e.g., tests, papers, projects, assignments) so as to get undeserved credit. In addition, it is considered to be cheating when one cooperates with someone else in any such misrepresentation. The use of the intellectual property of others without giving them appropriate credit is a serious academic offense. It is the University's policy that cheating or plagiarism result in receiving a failing grade for the work or course. Repeat offenses result in dismissal from the University.
- b) University policy 3342-3-01.3 requires that students with disabilities be provided reasonable accommodations to ensure their equal access to course content. If you have a documented disability and require accommodations, please contact the instructor at the beginning of the semester to make arrangements for necessary classroom adjustments. Please note, you must first verify your eligibility for these through Student Accessibility Services (contact 330-672-3391 or visit <http://www.registrars.kent.edu/sas> for more information on registration procedures).
- c) Students have responsibility to ensure they are properly enrolled in classes. You are advised to review your official class schedule (using Student Tools on FlashLine) during the first two weeks of the semester to ensure you are properly enrolled in this class and section. Should you find an error in your class schedule, you have until **Sunday, January 26, 2014** to correct the error. If registration errors are not corrected by this date and you continue to attend and participate in classes for which you are not officially enrolled, you are advised now that you **will not** receive a grade at the conclusion of the semester for any class in which you are not properly registered.
- d) If you are eligible to graduate, it is your responsibility to apply for graduation before the set deadline (**May Graduation**: Apply before September 15th **August Graduation**: Apply before December 13th **December Graduation**: Apply before March 15th) If you apply after the deadline you will be assessed a \$200 late fee. Please see your academic advisor as soon as possible if you are uncertain as to your progress toward graduation. To apply for graduation complete the following steps: Log onto your Flashline account 1. Click on the Student Tools tab, 2. Look in the Graduation Planning Tool Box, 3. Click on Application for Graduation. If an error message appears, you must contact your advisor.
- e) The course withdrawal deadline for Spring 2014 is Sunday, March 23, 2014.

MIS 44285-901 Spring 2013 Integrated Business Policy & Strategy

Syllabus: 1 /16/14

<u>Week</u>	<u>Date</u>	<u>Chapter</u>	<u>Case</u>
1	1/16	Introduction. 1. Strategic Mgmt & Competitive	18. Movie Exhibition Ind
2	1/23	2. External environment	18. Movie Exhibition Ind
3	1/30	3. Internal organization	18. Movie Exhibition Ind
4	2/6	Test #1 (chptr 1 – 3) 4. Bus-level strategy	18. Movie Exhibition Ind
5	2/13	5. Competitive rivalry and dynamics	18. Movie Exhibition Ind
6	2/20	6. Corporate-level strategy	18. Movie Exhibition Ind
7	2/27	Test # 2 (chprt 4 – 6) 7. Mergers & acquist	Turn in Case 18 analysis
8	3/6	8. International strategy	1. Adobe
9	3/13	9. Cooperative strategy	1. Adobe
10	3/20	Test #3 (chptr 7 – 9) 10. Corp governance	1. Adobe
11	4/3	11. Organizational structure	1. Adobe
12	4/10	12. Strategic leadership	1. Adobe
13	4/17	13. Strategic entrepreneurship	Turn in Case 1 Analysis
14	4/24	Test #4 (chptr 10 -13)	
15	5/1	Allowance for weather	
Final	5/8	Final	