

**Vision**

Our vision is to be recognized as the business college of choice for undergraduate and masters programs among public business colleges in Arkansas and the region, with national recognition in selected fields or areas.

**Statement of Mission and Core Values**

Our mission is to provide high quality business education to our undergraduate and graduate students through the delivery of a current, responsive, and innovative curriculum that promotes intellectual and professional development. We promote excellence through our scholarly endeavors and service to our stakeholders through strong engagement with the local, regional, national, and global business community.

In carrying out this mission, the College of Business is guided by the following core values:

**1. Intellectual Excellence.**

- 1.1. Educate students: We promote intellectual and professional development of students by emphasizing communication, critical and analytical thinking, collaboration, information management and a broad exposure to key business disciplines.
- 1.2. Scholarship: We believe that faculty and students should engage in professional development and scholarly endeavors that promote the application and creation of knowledge in business practice and education.
- 1.3. Cultural competence: We maintain and develop current and responsive curriculum that prepares students for the global business environment through broad exposure to key business disciplines.
- 1.4. Physical learning environment: We strive to provide a physical infrastructure with appropriate technology that provides an environment in which our students and faculty can thrive professionally and intellectually.

**2. Community.**

- 2.1. Collegiality: We encourage transparency in our decision making practice through a process of shared governance based on interactions among faculty, staff, and students.
- 2.2. Service: We pursue collaborative partnerships between our internal and external stakeholders to promote life-long and experiential learning, research, service, and community interaction.

**3. Diversity.**

- 3.1. We value the opportunity to work, learn, and develop in a community that embraces the diversity of individuals and ideas.

**4. Integrity.**

- 4.1. Ethics: We are committed to ethical and responsible behavior in our own actions and to developing the same commitment in our students by promoting the awareness of professional ethical responsibilities.

- 4.2. Responsibility: We commit to being responsible and accountable in our operations at all levels, including assessment and continuous improvement of our academic programs and transparency in our fiscal and operational proceedings.

### **Learning Goals**

*Our graduates shall possess:*

1. Critical Thinking & Analytical Thinking Skills;
2. Awareness of the Global Business Environment;
3. Ethical Reasoning Abilities;
4. Effective Communication Abilities;
5. Effective Collaborative Skills;
6. Effective Information Management Skills;
7. Understanding of a Broad Range of Business Disciplines.

## Course Syllabus

### Course Information

<b>Course Number:</b>	MGMT 4347
<b>Course Name:</b>	Managing Policy and Strategy
<b>CRN:</b>	11082
<b>Semester:</b>	Fall 2014
<b>Location:</b>	COB 315
<b>Class Hours:</b>	6 – 10 p.m. M

### Instructor Information

<b>Name:</b>	McCalman
<b>Office Location:</b>	COB 312
<b>Work Email:</b>	davidm@uca.edu
<b>Phone:</b>	450 5342; 733 7072 cell
<b>Office Hours:</b>	TWR 8:30 – 10:50 a.m.; R 1:30-4 p.m.

### Prerequisites:

See the undergraduate bulletin and/or your advisor. You need to have successfully completed FINA 3330, MGMT 3340, MGMT 3344 and MKTG 3350. It is your responsibility to ensure that you have met all these prerequisites.

### Textbook and Instructional Materials Required:

Thompson and Strickland, Crafting and Executing Strategy: Concepts and Cases, 19<sup>th</sup> ed., Registration for Capsim Capstone simulation.

### Course Description:

This is an undergraduate level course in strategic management, designed to be taken in the senior year. It is expected that students are acquainted with a broad range of business functions, as well as understanding basic micro-economics. The course will focus on how companies compete in the contemporary world, and will study the formulation, implementation and evaluation of strategy. Students will use CAPSIM, a strategic simulation, in order to experience decision-making and strategic planning, and the outcomes of such efforts in a simulated business environment.

## Course Objectives:

- | Students will gain an understanding of:
- \* the strategy process undertaken by firms
  - \* environmental scanning techniques
  - \* business unit level strategies
  - \* corporate level strategy
  - \* international strategies
  - \* strategic alliances
  - \* organizational structures for business
  - \* management across functional areas
  - \* organizational structure |

## Course Delivery Method:

| Classroom Instruction |

## Grading:

| Grades will be assigned according to the following scale:

- A.  $\geq 89.5$
- B.  $\geq 79.5$  and  $< 89.5\%$
- C.  $\geq 69.5$  and  $< 79.5\%$
- D.  $\geq 59.5$  and  $< 69.5\%$
- F.  $< 59.5$

The various components of your grade are weighted as follows:

In-term exams	40%
Capsim	30%
Capsim Strategic Plans/Reports	10%
Final Exam	<u>20%</u>
	100%

## Description of Major Deliverables/Course Requirements:

### | Class Schedule:

Exam 1	November 3
Exam 2	November 24
Final Exam	December 8 (Posted)

## **Evaluations**

Student evaluations of a course and its professor are a crucial element in helping faculty achieve excellence in the classroom and the institution in demonstrating that students are gaining knowledge. Students may evaluate courses they are taking starting on the Monday of the thirteenth week of instruction through the end of finals week by logging in to myUCA and clicking on the Evals button on the top right.

## **Policies and Procedures:**

### **Attendance and Drop policies:**

Students are admonished to attend the class regularly. While there is no direct sanction against absences, many years of teaching have demonstrated that there is a direct correlation between student absence and poor performance. |

### **Assignment Submission:**

Late assignment submission will result in the loss of half a letter grade each day beginning on the due date at the beginning of class. |

### **Makeup Exams:**

There will be two in-term exams; and the lowest will be dropped. If an exam is missed, the student is expected to inform me in advance of the exam, and provide documentation for any reason that I might deem worthwhile for providing a later makeup exam. |

### **Classroom Policies:**

Interactive discussion is encouraged. Students are expected to demonstrate respect for one another, and for the instructor. |

## **Academic Integrity Statement:**

The University of Central Arkansas affirms its commitment to academic integrity and expects all members of the university community to accept shared responsibility for maintaining academic integrity. Students in this course are subject to the provisions of the university's Academic Integrity Policy, approved by the Board of Trustees as Board Policy No. 709 on February 10, 2010, and published in the Student Handbook. Penalties for academic misconduct in this course may include a failing grade on an assignment, a failing grade in the course, or any other course-related sanction the instructor determines to be appropriate. Continued enrollment in this course affirms a student's acceptance of this university policy.

**Disabilities Act Statement:**

The University of Central Arkansas adheres to the requirements of the Americans with Disabilities Act. If you need an accommodation under this Act due to a disability, please contact the UCA Office of Disability Services, 450-3613.

**Sexual Harassment and Academic Policies:**

All students are required to familiarize themselves with the University of Central Arkansas policy on sexual harassment and on academic policies. These policies are printed in the Student Handbook.

**Title IX**

If a student discloses an act of sexual harassment, discrimination, assault, or other sexual misconduct to a faculty member, the faculty member cannot maintain complete confidentiality and is required to report the act and may be required to reveal the names of the parties involved. Any allegations made by a student may or may not trigger an investigation. Each situation differs and the obligation to conduct an investigation will depend on those specific set of circumstances. The determination to conduct an investigation will be made by the Title IX Coordinator. For further information, please visit: <http://uca.edu/titleix>.

**Emergency Procedures Summary (EPS):**

An Emergency Procedures Summary (EPS) for the building in which this class is held will be discussed during the first week of this course. EPS documents for most buildings on campus are available at <http://uca.edu/mysafety/bep/>. Every student should be familiar with emergency procedures for any campus building in which he/she spends time for classes or other purposes.

**Other Required Materials/Competencies/Resources:**

|None|

**Accreditation & Assurance of Learning****Learning Goal(s) Assessed in this Class**

☐ There is no formal assessment activity scheduled in this class.

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**Learning Goals:**

| Critical Inquiry; Understanding of a Broad Range of Business Disciplines |

**Learning Objective:**

| Business Knowledge |

**Measure:**

| Capsim Comp XM |

**Benchmark:**

| National Percentiles, Mean Score of assessed students  $\geq$  50% |

**Learning Goals:**

| Written Communication Skills; Discipline Specific Writing |

**Learning Objective:**

| Writing assignment on discipline-specific topics |

**Measure:**

| Assessment rubric |

**Benchmark:**

| Numerical scores on rubrics |

**Learning Goals:**

| Communication - Collaboration |

**Learning Objective:**

| Students will be able to work in teams to solve business problems |

**Measure:**

| Capsim Capstone peer evaluation |

**Benchmark:**

| Aggregate individual scores for teamwork |