Note: This course will be taught as a hybrid course. We will meet during weeks 1, 2, 3 and 5. On the day that we will not be meeting, you should arrange to meet with your classmates to work on the project. Powerpoint slides and other material can be found, and downloaded, by the course module on the site webpage. You will be assigned to a group and will be responsible for submitting an oral and written report during week 5.

Quizzes as well as other course material will be available at the following website: www.mymanagementlab.com

YOU SHOULD USE EXPLORER AS IT IS NOT COMPATIBLE WITH FIREFOX

Your Course ID is for this course will be sent to you via email.

You are required to register on Mymanagementlab prior to the first class meeting.

Access codes are provided with the book if you order the book with the correct ISBN from the Huntingdon Bookstore. If not, you will need to purchase it electronically.

You should check the website on a regular basis as communication will take place through mymanagementlab.com

Furthermore, deadlines for tests and quizzes will be in managementlab. As a rule all tests/quizzes for each week will be due by 9pm of the last day of that week (Sunday)

INSTRUCTOR’S NAME: Dr. Samir Moussalli

CONTACT INFORMATION: samirm@hawks.huntingdon.edu

COURSE DESCRIPTION: This course focuses on corporate strategy. Using the case method, students are required to apply the concepts of accounting, finance, marketing, and management to the development of a strategic plan.

PREREQUISITE: Completion of all required business courses with a C or higher in each course, and the student must be in his/her terminal semester. For students seeking the Health Management concentration, MGMT 319, with a C or higher, substitutes for the Business Administration prerequisite.

COURSE LEARNING OUTCOMES: At the completion of the course, students are expected to understand and analyze the following:
- The internal and external environment of a firm and its industry
- The SWOT of a company
- Establish goals and objectives
- Implementation Strategies
- Business Ethics
- Global Issues
- Conduct a thorough strategic planning review and case analysis
- Utilize the various function of business in a case study

COURSE ASSIGNMENTS & GRADING CRITERIA: To receive credit, each weekly assignment will be e-mailed to samirm@hawks.huntingdon.edu prior to class start time. When sending me an email, please use the following in the subject line: 

MGMT499_TermYear_your site_your name-nature of the assignment/or question

To comply with privacy rules and regulations, this instructor will only receive from and send to your Huntingdon College e-mail address.

Grading Elements Percentage:
- Assignments 10%
- Case Report and Presentation 25%
- Assessment Exam 10%
- Weekly Quizzes/Weekly Exams (MyManagementlab.com) 15%
- 2 Exams (Test will be multiple choice) 40%

Assessment Exam in Week Two

Exam #1 will be in Week Three for chapters 1 to 5.
Exam #2 will be in Week Five for chapters 6 to 11.

Total 100%

An comprehensive assessment test will also be given during Week Two

GRADE POINT EQUIVALENTS

A = 90-100
B = 80-89
C = 70-79
D = 60-69
F = 59-below

ATTENDANCE POLICY:

Absences and Tardiness – All students are required to attend the first session. Those who do not attend the first session will be automatically dropped from the course. Students with more than one absence will receive an "F" for the course. Since this class meets only five times, missing a single class meeting is equivalent to missing three weeks of a regular term. If you cannot attend a class you must let the instructor know via email as
soon as possible. In case of absences you are responsible for obtaining all handouts and assignments. Tardiness may result in a deduction in your class participation grade. Excessive tardiness may count as an absence.

**Participation** – Participation is not the same as attendance. Participation requires students to come to class prepared to actively participate, which makes the classroom experience more meaningful. However, participation is not just speaking out in class. The contributions made by the student should be related to the course content and meaningful to the class discussion.

**Late Assignments** – *No shows* fail the assignment. It is expected that the students fulfill their assignments on the date they are scheduled to do so. Students with illness or other problems that prevent them from attending class on the day a presentation or written assignment (including a test and/or exam) is due must contact their instructors PRIOR to the deadline via Huntingdon College email with supporting documentation to request an extension or a make-up. In most cases, missed assignments are logistically difficult to make-up while maintaining the integrity of the module. In rare cases, approval to make-up an assignment may be granted at the discretion of the faculty member based on the seriousness of the circumstance and on the supporting evidence provided by the student. Contacting a fellow class member does not substitute for contacting the instructor.

**Accommodation of Special Needs** – Huntingdon College makes every reasonable accommodation for disabilities that have been processed and approved through our Disability Services Committee in accord with the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990. In order to request disability-related services at Huntingdon College, students must self-identify to the Disabilities Intake Coordinator, Camilla Irvin, and provide appropriate and up-to-date documentation to verify their disability or special needs. After the accommodations have been approved by the Disability Services Committee, the 504 Coordinator, Dr. Lisa Olenik Dorman, will notify your professor(s) of the committee’s decision. If you have any questions regarding reasonable accommodation or need to request disability-related services, please contact Disability Services at (334) 833-4577 or e-mail at disabilityservices@huntingdon.edu.

**Medical Considerations** – If you have a medical condition that may preclude participation in this course or any aspect of this course, the College suggests you consult your physician. The College will work with you based upon physician recommendations to find the best means to address any concerns.

**Title IX Statement** – Huntingdon faculty are committed to supporting students and upholding the College’s non-discrimination policy. Under Title IX, discrimination based upon sex and gender is prohibited. If you experience an incident of sex- or gender-based discrimination, we encourage you to report it. While you may talk to a faculty member, understand that as a “Responsible Employee” of the College the faculty member MUST report to the college’s Title IX Coordinator what you share. If you would like to speak with someone who may be able to afford you privacy or confidentiality, there are people who can meet with you. Faculty can help direct you or you may refer to Huntingdon's Sexual Misconduct Policy at http://www.huntingdon.edu/student-life/student-service/misconduct. You do not have to go through the experience alone.
**Academic Honesty** — Plagiarism is literary theft. Failure to cite the author of any language or of any ideas which are not your own creation is plagiarism. This includes any text you might paraphrase, as well. Anyone is capable of searching the Internet or any printed media; your research paper is intended to broaden your knowledge, stimulate your creativity, and make you think, analyze, and learn. It is not consistent with the College Honor Code, nor with scholarly expectations to submit work which is not the product of your own thinking and research. Severe penalties will result upon the submission of any work found to be plagiarized, including potential failure of the entire course. It is easy and simple to properly cite all sources used in your paper. Take no risks — cite your sources.

**Huntingdon College Library:** As an EB student you have access to the full-range of electronic resources provided by the Library of Huntingdon College. Your first step upon enrollment at Huntingdon should be to register for a library account. You can do this by going to the Library’s web site at [http://library.huntingdon.edu/](http://library.huntingdon.edu/) and under “EB Services” complete the “Library Card Application” form and submit it. You will receive shortly your personal library account information, which will then allow you to access a variety of resources including databases. Should you ever have a problem accessing the Library’s electronic resources, please contact the Library (specifically, Systems Librarian Brenda Kerwin at bkerwin@huntingdon.edu).*

* Among the Library’s electronic resources, you will find a number of databases specific to the area of business administration and its allied fields of study (e.g. databases within /EbscoHost/, /Gale/, and /ProQuest/, as well as /Oxford Journals/). You will also find databases that support your core courses in such fields as English, history, communications, the arts, and the sciences. You may be familiar with the AVL (the /Alabama Virtual Library/) and have your own AVL card. As a student at Huntingdon College, you no longer need to maintain your own AVL card, if you access the AVL through our web site. Simply click on “Campus & Library” rather than “Home Access” within the AVL. A few other mentions: /Countess/ is the name of the Library’s online catalogue and among its holdings you will find electronic books. If you want to know what full-text electronic journals are available to you through the Library’s databases, you can use the /Serials Solutions/ link on our web site. You can limit your search by discipline (such as “Business & Economic”). If you use Google for any of your research, we greatly encourage you to use /Google Scholar/ and /Google Books/. These features of Google will direct you to resources appropriate for academic research.*

> **A First Class Assignment is Due in Workshop One**

**ASSIGNMENTS DUE WEEK ONE**

- **Reading Assignment**
  - Part I: Prologue
  - Chapter 1
  - Chapter 2

- **Writing Assignment**
➢ Read your assigned case and write a one page summary (what are the key issues in the case). This should be emailed to me prior to the first class meeting.

ASSIGNMENTS DUE WEEK TWO

 ✓ Reading Assignment
   Chapter 3
   Chapter 4
   Chapter 5

 ✓ Writing Assignment email

 Assessment Exam
 Assessment Exam: This is a comprehensive exam that all students in 499 have to take. This comprehensive exam will cover all disciplines in the major and will be in a multiple choice format. We will use the results to determine our areas of strength and weakness.

ASSIGNMENTS DUE WEEK THREE

 ✓ Reading Assignment
   Chapter 6
   Chapter 7
   Chapter 8

 ✓ Writing Assignment
   Research and update your assigned case.

 ✓ Exam #1 on Chapters 1-5

ASSIGNMENTS DUE WEEK FOUR

 ✓ Reading Assignment
   Chapter 9
   Chapter 10
   Chapter 11

ASSIGNMENTS DUE WEEK FIVE

 ✓ Exam #2 on Chapters 6-11.

 ✓ Writing Assignment

 Case Analysis-complete report
   ➢ Mission/Vision Statements
- Internal/External Constituencies
- SWOT analysis
- Matrices
- Goals and Objectives
- Conclusions

✓ Presentation Assignment
Give a 20 minute formal presentation on your case.
- Support the presentation with Power Point and handouts for each student.
  (This presentation is expected to be Board of Directors quality. No bell and whistles, just the facts.)
- Allow time for a short question and answer period.

<table>
<thead>
<tr>
<th>Week</th>
<th>MyManagementLab</th>
<th>Due Date</th>
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<tbody>
<tr>
<td>1</td>
<td>Chaps 1 &amp; 2</td>
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<tr>
<td>4</td>
<td>Chaps 9, 10, 11</td>
<td>Sunday of Week 4</td>
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Assessment Exam – During Week 2

Exam 1 on Week 3 - Chapters 1-5

Exam 2 on Week 5 - Chapters 6-11

Case due on Week 5