



**Strategic Management**

**BUS 4030**

**SYLLABUS**

# **Columbia International University Information**

---

## **MISSION OF THE COLLEGE**

Columbia International University educates people from a biblical worldview to impact the nations with the message of Christ. We pursue this mission as an academic community modeling, mentoring, and motivating students to cultivate spiritual vitality and character formation, acquire knowledge in biblical content, gain interpretation skills, to develop competence as critical thinkers and communicators, formulate a comprehensive biblical worldview for themselves, and explore and initiate experiences that are ministry-focused.

## **MAILING ADDRESS**

7435 Monticello Road  
Columbia, SC 29203  
(800) 777-2227

# PROGRAM POLICIES & PROCEDURES

---

## STUDENT ATTENDANCE & PARTICIPATION

### Attendance

For **onsite** programs, attendance is required for each class night. In emergency situations, learners are permitted one absence for courses five (5) weeks or shorter and two absences for courses six (6) weeks or longer. A learner must be in class for at least 3 ½ hours to be counted present.

For **online** programs, learner attendance is counted by posting minimally once per week in response to discussion questions or assignments. Posting to chat forums or e-mailing other course participants (including the faculty) do not count towards attendance.

### Participation

Participation differs from attendance. While a learner may be in attendance for either online or onsite programs, the participation may not be exemplary. Participation in a class involves being interactive with fellow learners and the faculty member whether in discussion, activities, or projects. Participation in each course will vary depending on the circumstances.

## ACADEMIC INTEGRITY & PLAGIARISM

CIU expects you to be honorable in your studies and responsible for your own academic work. Dishonesty in assignments, examinations, written papers, or other work is contrary to scriptural principles of Christian living and an affront to fellow students and your instructors. Plagiarism occurs when you present another person's ideas or words as your own, or when you intentionally or unintentionally fail to acknowledge or cite the source of the ideas you use.

Acknowledging and citing sources involves placing quotation marks around all the material you have taken (or paraphrased) from books, articles, internet sites, other students' papers, or other work you have not personally produced. It also involves listing full information about that source in a footnote or a parenthetical reference.

Specific examples of plagiarism include but are not limited to the following:

1. Borrowing the words, sentences, ideas, conclusions, examples and/or organization of an assignment from a source (e.g., a book, an article, another student's paper, a tape/video, an internet site) without acknowledging the source.
2. Submitting work done by another student—in part or in whole—in place of original work.
3. Submitting assignments received from the Internet, from commercial firms or from any other person or group.
4. Knowingly aiding another student in plagiarizing an assignment as defined above.

Plagiarism will result in academic penalty, and may result in failure in the assignment, failure in the course, and further disciplinary action.

## **ACADEMIC SUCCESS CENTER (ASC)**

Requests for academic accommodations for students with disabilities (physical, emotional, ADD, or learning disabilities) are handled by the ASC. These requests will be kept confidential. Since many accommodations require advanced planning, requests should be made as early as possible. Students already receiving services through the ASC should contact their professors so that together they can make each student's academic experience as successful as possible.

## **FORMATTING**

Assignments need to be completed using APA formatting (unless otherwise specified).

Below are the formatting expectations:

- 12 Pt, double-spaced
- Times New Roman font

Below are the style expectations for any paper:

- Title page
- Citations
- Reference page
- No abstract or running head

You can visit [www.citationmachine.com](http://www.citationmachine.com) for free help on creating correct references.

## **COURSE DESCRIPTION & OVERVIEW**

---

This course examines how to formulate, implement, and evaluate cross-functional decisions that enable an organization to achieve its objectives. The course focuses on integrating management, marketing, finance/accounting, production/operations, research and development, and information systems to accomplish organizational success in a rapidly changing global economy.

### **COURSE OBJECTIVES**

Upon completion of this course, each student should be able to:

- Discriminate among the three stages of the strategic-management process.
- Analyze the five basic functions of management and how they relate to the internal assessment of an organization.
- Explain how to use various tools such as the SWOT, BCG Matrix, and SPACE matrices to develop an organization's strategy.
- Outline the difficulties of strategy implementation and strategy formulation.
- Illustrate the ability to develop a strategy evaluation report.

### **AFFECTIVE GOALS**

- Understand the strategic-management process.
- Appreciate how the five functions of management related to the internal assessment of the organization.
- Value the use of evaluation tools in developing an organization's strategy.
- Acknowledge the challenges of formulating and implementing strategy.
- Understand the process of developing a strategy evaluation report.

## COURSE READINGS & RESOURCES

---

### REQUIRED TEXTS

[David, F.R. & David, F.R. \(2017\). \*Strategic management: Concepts and cases – a competitive advantage approach \(16<sup>th</sup> ed.\)\*. Upper Saddle River, NJ: Pearson Education, Inc. ISBN: 978-0-13-416784-8](#)

## ASSIGNMENTS & ASSESSMENT

---

### SUMMARY OF ASSIGNMENTS AND SUGGESTED WEIGHTS

Assignment	Points	Percent	
Devotion participation (5)	10/50	5%	1-5
Discussions (5)	35/175	17.5%	1-5
Responses (9)	35/315	31.5%	1-5
Exercises (3)	35/105	10.5%	1, 3, 4
Presentation (1)	55/55	5.5%	5
Research Papers (5)	60/300	30%	5
Totals	<b>1000</b>	<b>100%</b>	

---

### OFFICIAL GRADING SCALE

Letter Grade	Points	Percentile
A	939-1000	94-100%
A-	899-938	90-93%
B+	869-898	87-89%
B	829-868	83-86%
B-	799-828	80-82%
C+	769-798	77-79%
C	729-768	73-76%
C-	699-728	70-72%
D+	669-698	67-69%
D	629-668	63-66%
D-	599-628	60-62%
F	0-594	59% and below

## DUE DATES & LATE PENALTIES

### Due Dates

All submitted assignments within an assigned week are ***due the last day of that same school week***; therefore, a Monday to Saturday school week would require all submitted assignments to be due by midnight each Monday in your institution's time zone.

All initial posts within the Discussions are ***due the fourth day*** (see Discussions rubric for details), but students are encouraged to post sooner. This is in order to ensure quality interaction throughout the week. Please note also that subsequent responses required in the Discussion rubric must be posted on separate days in order to be counted for the grade.

### Late Penalties

- **24 Hours Late**  
Assignments submitted within 24 hours past the due date will have a 10% late penalty of the final assignment grade.
- **48 Hours Late**  
Assignments submitted within 48 hours past the due date will have a 20% late penalty of the final assignment grade.
- **3-6 Days Late**  
Assignments submitted between 3-6 days late will receive a 50% late penalty of the final assignment grade.
- Assignments submitted beyond 7 days past the due date are not accepted.
- Facilitators are not required to accept assignments submitted after the last night of class.