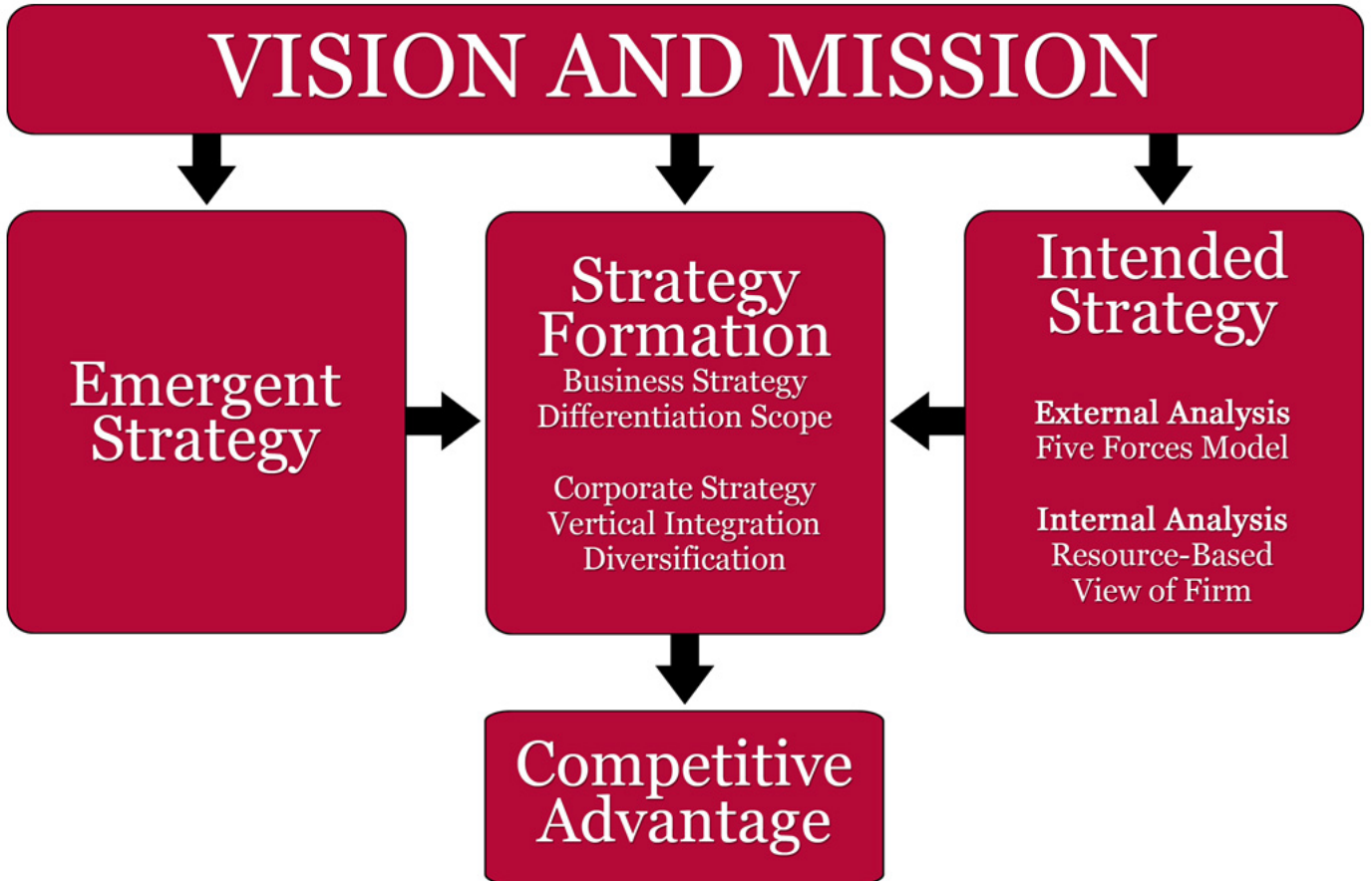


Syllabus

ADM-448: Strategic Planning



Course Description

Students will develop or improve skills in the critical areas of applied organizational research and managing the planning process with a focus on strategic and operational planning.

Credit Hours: 3

Prerequisite Courses: None

Course Outcomes

Upon completion of this course, you should be able to:

1. Identify the basic principles of strategic management and discuss and explain their application in a changing global economy.

2. Identify and explain the compositions of the general environment, external business environment, and industry environment, and discuss how these environments are used in the strategic planning process.
3. Identify and explain the business dynamics of competitive rivalry and the use of these dynamics in the development of Business Level Strategies.
4. Identify and discuss a corporate level strategy.
5. Identify and explain the reasons and levels of diversification as a strategy.
6. Identify international business level strategy and discuss the incentives, motivations, and risks of an international strategy.
7. Identify and discuss a cooperative strategy.
8. Contrast and compare business level, corporate level, international level, and network cooperative strategies.
9. Define and discuss the concept of strategic leadership and how to determine strategic direction.
10. Explain corporate culture and its role in the strategic process.
11. Discuss the development and application of ethical practices and Christian value systems into corporate culture and the strategic planning process.

Course Textbook

Hitt, M. A., Ireland, R. D., & Hoskisson, R. E. (2015). *Strategic management: Competitiveness & globalization: Concepts and cases* (11th ed.). Retrieved from <https://bookshelf.vitalsource.com/#/books/9781305142732>

Summary Of Assignments

Workshop	Discussion*	Quiz*	Individual Assignments*	Team Assignments*	Total
Workshop One	2/40	1/20	1/10	1/60	130
Workshop Two	2/40	1/20	1/100	1/60	220
Workshop Three	2/40	1/20	1/100	1/60	220
Workshop Four	2/40	1/20	1/100	1/60	220
Workshop Five	2/40	1/20	1/150	-	210

TOTAL	10/200	5/100	5/460	4/240	1,000
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* Number of Activities/Sum Point Totals

Grading Scale

Grade	Quality Points Per Credit	Percentage	Score
A	4.0	95% - 100%	950 - 1000
A-	3.7	92% - 94.9%	920 - 949
B+	3.3	89% - 91.9%	890 - 919
B	3.0	85% - 88.9%	850 - 889
B-	2.7	82% - 84.9%	820 - 849
C+	2.3	79% - 81.9%	790 - 819
C	2.0	75% - 78.9%	750 - 789
C-	1.7	72% - 74.9%	720 - 749
D+	1.3	69% - 71.9%	690 - 719
D	1.0	65% - 68.9%	650 - 689
F	.0	0% - 64.9%	0 - 649

Grading Policies

Your grading policy for your course is dependent on your school and program. Your grading policies can be found in the IWU Catalog.

Letter Grade Equivalencies

Grade	Description of Work
A	Clearly stands out as excellent performance. Has unusually sharp insights into material and initiates thoughtful questions. Sees many sides of an issue. Articulates well and writes logically and clearly. Integrates ideas

	previously learned from this and other disciplines. Anticipates next steps in progression of ideas. Example "A" work should be of such nature that it could be put on reserve for all cohort members to review and emulate. The "A" cohort member is, in fact, an example for others to follow.
B	Demonstrates a solid comprehension of the subject matter and always accomplishes all course requirements. Serves as an active participant and listener. Communicates orally and in writing at an acceptable level for the degree program. Work shows intuition and creativity. Example "B" work indicates good quality of performance and is given in recognition for solid work; a "B" should be considered a good grade and awarded to those who submit assignments of quality less than the exemplary work described above.
C	Quality and quantity of work in and out of class is average. Has marginal comprehension, communication skills, or initiative. Requirements of the assignments are addressed at least minimally.
D	Quality and quantity of work is below average. Has minimal comprehension, communication skills, or initiative. Requirements of the assignments are addressed at below acceptable levels.
F	Quality and quantity of work is unacceptable and does not qualify the student to progress to a more advanced level of work.

Course Assignments

Workshop One Outline

Title	Due Dates	Time	Points
1.1 Exercise: Establish Groups	Due before the beginning of the workshop.	# hours	0
1.2 Quiz: Reading Quiz	Due by the end of the workshop.	# hours	20
1.3 Discussion: Concepts and Questions	Post your initial response by the end of the fourth day of the workshop and your two responses by the end of the workshop.	# hours	20

Title	Due Dates	Time	Points
1.4 Discussion: Mission Statement and Stakeholders	Post your initial response by the end of the fourth day of the workshop and your two responses by the end of the workshop.	# hours	20
1.5 Assignment: Strategic Analysis Paper Proposal	Due by the end of the workshop.	# hours	10
1.6 Group: Chipotle Case Study	Due by the end of the workshop.	# hours	60
Totals		# hours*	130

Workshop Two Outline

Title	Due Dates	Time	Points
2.1 Quiz: Reading Quiz	Due by the end of the workshop.	# hours	20
2.2 Discussion: Concepts and Questions	Post your initial response by the end of the fourth day of the workshop and your two responses by the end of the workshop.	# hours	20
2.3 Discussion: Internal and External Environment	Post your initial response by the end of the fourth day of the workshop and your two responses by the end of the workshop.	# hours	20
2.4 Assignment: Corporate Vision and Mission Paper	Due by the end of the workshop.	# hours	100
2.5 Group: Avon Case Study	Due by the end of the workshop.	# hours	60
Totals		# hours*	220

Workshop Three Outline

Title	Due Dates	Time	Points
3.1 Quiz: Reading Quiz	Due by the end of the workshop.	# hours	20
3.2 Discussion: Concepts and Questions	Post your initial response by the end of the fourth day of the workshop and your two responses by the end of the workshop.	# hours	20
3.3 Discussion: What is SWOT Analysis?	Post your initial response by the end of the fourth day of the workshop and your two responses by the end of the workshop.	# hours	20
3.4 Assignment: Analysis of External and Internal Operating Environments	Due by the end of the workshop.	# hours	100
3.5 Group: Finding Common Ground Case Study	Due by the end of the workshop.	# hours	60
Totals		# hours*	220

Workshop Four Outline

Title	Due Dates	Time	Points
4.1 Quiz: Reading Quiz	Due by the end of the workshop.	# hours	20
4.2 Discussion: Concepts and Questions	Post your initial response by the end of the fourth day of the workshop and your two responses by the end of the workshop.	# hours	20
4.3 Discussion: Appropriate Structures	Post your initial response by the end of the fourth day of the workshop and your two	# hours	20

Title	Due Dates	Time	Points
	responses by the end of the workshop.		
4.4 Assignment: SWOT Analysis	Due by the end of the workshop.	# hours	100
4.5 Group: Blue Nile, Inc. Case Study	Due by the end of the workshop.	# hours	60
Totals		# hours*	220

Workshop Five Outline

Title	Due Dates	Time	Points
5.1 Quiz: Reading Quiz	Due by the end of the workshop.	# hours	20
5.2 Discussion: Concepts and Questions	Post your initial response by the end of the fourth day of the workshop and your two responses by the end of the workshop.	# hours	20
5.3 Discussion: Entrepreneurial Issues	Post your initial response by the end of the fourth day of the workshop and your two responses by the end of the workshop.	# hours	20
5.4 Assignment: Final Paper	Due by the end of the workshop.	# hours	150
End of Course Survey	Due by the end of the workshop.	# hours	10 Points Extra Credit
Totals		# hours*	210
Course Totals		# hours*	1,000

*These times are only estimates. Actual assignment completion times will vary.

Expectations, Policies, and Important Student Information

School/Division	Link
DeVoe School of Business	View School/Division Expectations, Policies, and Student Information
Division of Liberal Arts	
School of Services and Leadership	
School of Educational Leadership	View School/Division Expectations, Policies, and Student Information
Wesley Seminary @ IWU	View School/Division Expectations, Policies, and Student Information
Nursing - Undergraduate	View School/Division Expectations, Policies, and Student Information
Nursing - Graduate	View School/Division Expectations, Policies, and Student Information

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