



MGT495 Organizational Strategy
(3 credit hours)
Course Syllabus

Course Description

MGT495 (Organizational Strategy) is an advanced course designed to integrate the functional concepts and techniques from the foundation courses in the curriculum. It provides students with a thorough appreciation of the role of the general manager, with emphasis on strategy formulation and implementation.

Course Learning Outcomes

By the end of this course, you will be able to:

1. Examine the strategic management process, its integrative nature (incorporation of all main business principles; i.e. economics, finance, marketing, law, ethics), and its importance to the organization.
2. Identify the critical requirements for strategic, competitive, and global advantages to the organization.
3. Explain the management characteristics and tools required for effective strategic leadership.
4. Articulate the strategic management process.
5. Apply the tools of strategic analysis.
6. Write at an expected senior undergraduate level in terms of organization and structure, research, reading comprehension, documentation, articulation and APA compliance (this is a writing intensive course (WIC); therefore, see WIC rubric within your course for specific details).

Required Textbook(s) and Resources

BSG ValuePak (PREM1)

eTextbook located with the BSG:

Thompson, A.A. (2019). *Strategy: Core concepts in analytical approaches* (5th ed.). McGraw Hill Education.

Be sure to also review the weekly **Explore** sections for additional library or web resources. For access to databases, research help, and writing tips, visit the [Tiffin University Library](#).

Time Commitment

Effective time management is possibly the single most critical element to your academic success. To do well in this online class you should plan your time wisely to maximize your learning through the completion of readings, discussions, and assignments. Because of our accelerated, seven-week term, TU online courses are designed with the expectation that you dedicate a little over **six (6)** hours per credit hour to course activities and preparation **each week**. For example, for successful completion of a three-credit, seven-week online course you should reserve roughly **twenty (20) hours per week**.

To help plan your time and keep on track toward successful course completion, note the distinctive rhythm of assignment due dates:

1. All times assume Eastern Time (GMT-4).
2. Weeks begin at 12:00 a.m. ET on Monday and end at 11:55 p.m. ET on Sunday.
3. Unless otherwise noted, initial assignments or discussion posts are due by **11:55 p.m. ET on Wednesdays**.
4. Additional assignments or follow-up discussion posts are due by **11:55 p.m. ET on Saturdays, and**
5. Major assignments and reflections are typically due by **11:55 p.m. ET on Sundays**.

Learning Activities

Besides forums, quizzes, and exams, this course features four assessments that help you synthesize course learning outcomes: a Major Field Test, Course Project, Peer Evaluation, and a BSG Performance.

Grading

The chart below identifies the individual contributions from each type of activity, per week.

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Total
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Forums Activity 1.1 (n/a) Activity 1.2 (15)	Forums Activity 2.2 (15)	Forums Activity 3.2 (15)	Forums Activity 4.2 (15)	Forums Activity 5.2 (15)	Forums Activity 6.2 (15)	Forums Activity 7.1 (15)	105
Assignments Activity 1.4 (10) Activity 1.6 (10)	Assignments Activity 2.4 (10) Activity 2.6 (10)	Assignments Activity 3.4 (10) Activity 3.5 (10)	Assignments Activity 4.4 (100) Activity 4.5 (10)	Assignments Activity 5.4 (10) Activity 5.5 (100) Activity 5.6 (10)	Assignments Activity 6.4 (50) Activity 6.5 (10) Activity 6.6 (200) Activity 6.7 (10)	Assignments Activity 7.2 (150) Activity 7.3 (175) Activity 7.4 (10)	895
35	35	35	125	135	285	350	1000

Grading Scale

A: 90-100% | B: 80-89% | C: 70-79% | D: 60-69% | F: <60%

MGT495 Course Schedule and Weekly Checklist

(Due by 11:55 p.m. ET on day designated)

Start Here

- MON: Activity 1.1: Course Anticipation

Week 1

- WED: Activity 1.2: Business Strategy Game
- THU: Activity 1.3: BSG Assignment: Practice Decision 1
- SUN: Activity 1.4: BSG Chapter Quizzes
- SUN: Activity 1.5: Preview of Course Project (Case Analysis)
- SUN: Activity 1.6: Weekly Reflection

Week 2

- MON: Activity 2.1: BSG Assignment 1: Practice Decision 2
- WED: Activity 2.2: Organizational Evaluation
- THU: Activity 2.3: BSG Assignment 2: Official Decision 1
- SUN: Activity 2.4: BSG Chapter Quizzes

- SUN: Activity 2.5: Introduction: Major Field Test (due Week 5)
- SUN: Activity 2.6: Weekly Reflection

Week 3

- MON: Activity 3.1: BSG Assignment 1: Official Decision 2
- WED: Activity 3.2: Strategies to Enhance Competitive Advantage
- THU: Activity 3.3: BSG Assignment 2: Official Decision 3
- SUN: Activity 3.4: BSG Chapter Quizzes
- SUN: Activity 3.5: Weekly Reflection

Week 4

- MON: Activity 4.1: BSG Assignment 1: Official Decision 4
- WED: Activity 4.2: Global Market Leadership
- THU: Activity 4.3: BSG Assignment 2: Official Decision 5
- SUN: Activity 4.4: Midterm Exam
- SUN: Activity 4.5: Weekly Reflection

Week 5

- MON: Activity 5.1: BSG Assignment 1: Official Decision 6
- WED: Activity 5.2: Ethics and Corporate Social Responsibility
- THU: Activity 5.3: BSG Assignment 2: Official Decision 7
- SUN: Activity 5.4: BSG Chapter Quizzes
- SUN: Activity 5.5: Major Field Test
- SUN: Activity 5.6: Weekly Reflection

Week 6

- MON: Activity 6.1: BSG Assignment 1: Official Decision 8
- WED: Activity 6.2: Managerial Actions for Strategy Execution
- THU: Activity 6.3: BSG Assignment 2: Official Decision 9
- SAT: Activity 6.4: BSG Peer Evaluation
- SUN: Activity 6.5: BSG Chapter Quizzes
- SUN: Activity 6.6: Course Project (Case Analysis)
- SUN: Activity 6.7: Weekly Reflection

Week 7

- WED: Activity 7.1: BSG Experience
- SAT: Activity 7.2: Final Exam

- SAT: Activity 7.3: BSG Performance
- SUN: Activity 7.4: Weekly Reflection

Tips for Success

Successful online learning requires a good deal of self-discipline and self-direction. As seekers of the truth, we should be willing to challenge and review one another's academic work in a spirit of respectful comradery and constructiveness. You should accept constructive feedback as a gift. Your course is a place for you to stretch and grow as you benefit from the expertise, knowledge, experience and diverse perspectives of your instructor and peers. Constructive feedback will challenge you to stretch your own thinking, thereby expanding your knowledge, understanding and application.

To get the most out of your learning experience, you should actively engage (participate) in **ALL** course activities. Course elements in any given week are arranged chronologically. To complete a week, simply work your way "down the page" through all of the course materials and activities.

For More Information:

Be sure to review the [Support, Policies, and Procedures](#) addendum.