

UNIVERSITY OF NEVADA LAS VEGAS

Management Department

MBA 787 Strategic Management Syllabus

Course Description and Objectives

Strategic management deals with ways firms build and sustain superior competitive positions and achieve longterm profitability. This course develops an integrated view of the firm that encompasses functional areas such as operations, marketing, accounting, and finance. This course will equip you with new concepts and framework needed to be a successful corporate manager.

Course Prerequisite

Admitted to the MBA program. This course is taken in the student's final year.

Course Materials

- x Cases. available on the WebCampus. No purchase necessary.
- x Textbook. No textbook is required.
- x WebCam or PC/Laptop with Camera is required to take quizzes online.

Learning Outcomes

By the end of the course, students will be able to:

- x Explain how functional areas such as operations, marketing, accounting, and finance work together in a successful firm.
- x Apply concepts and frameworks learned in the course to case analyses and company strategic analyses.

Course Requirements

At the beginning of the semester, students are expected to introduce themselves, take a practice quiz and conduct an informal team meeting. These activities are expected to be completed early in the semester and each activity is 10 pts.

Case Discussion (team + individual)

You will work in groups to discuss and present answers to case questions. In each case, 4-5 questions will be assigned. The student team will record the case discussion on Web

- x Case Analysis (120 points)
 - o Case Discussion (15 points each x 6 = 90 points)
 - o Case Writer Assignment (30)

- x Quizzes (150 points each x 4 = 600 points)

- x Company Strategic Analysis (200 points)
 - o Kick-off Presentation (20)
 - o Final Presentation (160)
 - o Presentation Review (20)

- x Final Exam (80 points)

- x Total = 1,000 points

Note: I take peer evaluations very seriously. They may result in lower or higher grades by adjusting your score related to your team activities.

Grading Scale

Below is the weighting of the components of the course grade and points to letter grades.

Course pts. to letter grade equivalents

950 – 1000 = A

900 – 949 = A

870 – 899 = B+

840 – 869 = B

800 – 839 = B

770 – 799 = C+

740 – 769 = C

700 – 739 = C

670 – 699 = D+

640 – 669 = D

600 – 639 = D

0 – 599 = F

University Policies

Public Health Directives

Face coverings are mandatory for all faculty and students in the classroom. Students must follow all active UNLV public health directives while enrolled in this class. UNLV public health directives are found at [Health Requirements for Returning to Campus](#)

Since the COVID-19 pandemic forced some instruction to be delivered remotely starting Spring 2020, numerous students have asked instructors to record their synchronous classes, so that they can access them at their convenience. Instructors who agree to record their classes (audio only, or video and audio) should inform students in advance. Recorded lectures may not be broadly released to anyone, but made available exclusively to those students enrolled in the class during the particular academic term. Recorded lectures must be stored securely, and are subject to the Nevada System of Higher Education's Record Retention Policy, meaning that the recordings can only be deleted 120 days after the end of class (i.e., after grades are posted). Once this requirement is met, the recordings should be deleted. Class recordings are protected from disclosure, as they are deemed part of an educational record under the Family Educational Rights and Privacy Act (FERPA).

Copyright

The University requires all members of the University Community to familiarize themselves with, and to follow copyright and fair use requirements. You are individually and solely responsible for violations of copyright and fair use laws. The University will neither protect nor defend you, nor assume any responsibility for student or employee violations of fair use laws. Violations of copyright laws could subject you to federal and state civil penalties and criminal liability, as well as disciplinary action under University policies. Additional [copyright policy information](#) is available at <https://www.unlv.edu/provost/copyright>

Disability Resource Center (DRC)

The [UNLV Disability Resource Center](#) (Student Services Complex, SGA, Room 143, <https://www.unlv.edu/drc>, telephone 702-895-0866) provides resources for students with disabilities. Students who believe that they may need academic accommodations due to a permanent disability, temporary or permanent medical need, or academic support due to pregnancy are encouraged to contact the DRC as early as possible in the academic term. A Disabilities Specialist will discuss what options may be available to you.

UNLV students enrolled in online or hybrid courses are expected to read and adhere to the [Student Academic Misconduct Policy](https://www.unlv.edu/studentconduct/misconduct/policy), which states that “acting or attempting to act as a substitute for another, or using or attempting to use a substitute, in any academic evaluation or assignment” is a form of academic misconduct. Intentionally sharing ACE login credentials with another person may be considered an attempt to use a substitute, and could result in investigation and sanctions, as outlined in the Student Academic Misconduct Policy.

UNLV students enrolled in online courses are also expected to read and adhere to the [Acceptable Use of Computing and Information Technology Resources Policy](https://www.it.unlv.edu/policies/acceptable-use-computing-and-information-technology-resources-policy), which prohibits sharing university accounts with other persons without authorization.

To the greatest extent possible, all graded assignments and assessments in UNLV online courses should be hosted in WebCampus-Canvas or another UNLV-managed platform that requires ACE login credentials for access.

Incomplete Grades

The grade of “I” (Incomplete) may be granted when a student has satisfactorily completed three fourths of course work for that semester/session, but cannot complete th



holidays which do not fall on state holidays or periods of class recess. For additional information, please visit the [Missouri Classwork policy](#), under Registration Policies, on the [Academic Policies](#)

of the Lied Library, and on the second floor of the College of Engineering building (ATBE 207).

UNLV Writing Center

One-on-one or small group assistance with writing is available free of charge to UNLV students at the [Writing Center](https://writingcenter.unlv.edu/) <https://writingcenter.unlv.edu/>, located in the Central Desert Complex, Building 3, Room 301 (CDC 3–301). Walk-in consultations are sometimes available, but students with appointments receive priority assistance. Students may make appointments in person or by calling the Center, telephone 702-895-3908. Students are requested to bring to their appointments their Rebel ID Card, a copy of the instructions for their assignment, and two copies of any writing they have completed on their assignment.

Diversity Statement

As an institution of higher learning, UNLV represents a rich diversity of human beings among its faculty, staff, and students, and is committed to aspiring to maintain a Campus environment that values that diversity. Accordingly, the University supports understanding and appreciation of all members of its community, regardless of race, sex, age, color, national origin, ethnicity, creed, religion, disability, sexual orientation, gender, gender identity, marital status, pregnancy, genetic information, veteran status, or political affiliation. Please see [University Statements and Compliance](https://www.unlv.edu/about/statements-compliance) <https://www.unlv.edu/about/statements-compliance>.

A successful learning experience requires mutual respect and trust between the students and the instructor. Accordingly, the instructor asks that students be willing to listen to one another's points of view, acknowledging that there may be disagreements, keep discussion and comments on topic, and use first person, positive language when expressing their perspectives.