



STRATEGIC MANAGEMENT

STMG300 — Strategic Management, 3.0 hours

PROFESSOR

Lisette M. Negrón currently resides in Arlington, VA. She joined the military when she was 18, served 4 years active duty and 11 years, and counting as a reservist. Over the course of her career, she has served as a Human Resources professional. She has been responsible for the overall training and development of hundreds of civilian employees and soldiers, managers, and supervisors. These developmental trainings consist of day-to-day operations, programs processes, HR systems trainings, and successful completion of HR management certifications. HR departments oversee various aspects of employment, such as compliance with labor laws and employment standards, administration of employee benefits, and some aspects of recruitment. As a reservist, she is the Health Sciences HR Officer for a Medical Ground Ambulance company, where she manages all areas of operations, staffing, logistics, training, and work-life balance.

Ms. Negrón completed her Doctorate degree in Business Administration with a concentration in HR Management and holds a graduate certificate in Health Care Administration.

She looks forward to being a part of this journey as your instructor.

CONTACT INFORMATION

E-mail: lnegrn@lakewood.edu

Cell Phone: [1.800.517.0857](tel:18005170857) ext. 775

ONLINE SUPPORT (IT) AND MOODLE NAVIGATION:

All members of the Lakewood University community who use the University's computing, information or communication resources must act responsibly. Support is accessible by calling 1-800-517-0857 option 2 or by emailing info@lakewood.edu

BOOKS AND RESOURCES

Michael A. Hitt, *Strategic Management: Concepts and Cases: Competitiveness and Globalization*, 14th Edition, 2023.

EVALUATION METHOD

Graded work will receive a numeric score reflecting the quality of performance.

Course Requirement Summary

- Assignments - Total of 60 Points
- Weekly discussion forums-Total of 80 Points

- Final Exam - 50 Points

GRADING SCALE

Graded work will receive a numeric score reflecting the quality of performance as given above in evaluation methods. The maximum number of points a student may earn is 190. To determine the final grade, the student's earned points are divided by 190.

Your overall course grade will be determined according to the following scale:

A = (90% - 100%)
B = (80% - 89%)
C = (70% - 79%)
F < (Below 70%)

ACADEMIC INTEGRITY/ PLAGIARISM:

Cheating (dishonestly taking the knowledge of another person whether on a test or an assignment and presenting it as your work) and plagiarism (to take and pass off as one's own the ideas or writing of another) are a serious issue. While it is legitimate to talk to others about your assignments and incorporate suggestions, do not let others "write" your assignments in the name of peer review or "borrow" sections or whole assignments written by others. We do get ideas from life experiences and what we read but be careful that you interpret these ideas and make them your own.

I am aware that many types of assignments are available on the internet and will check these sources when there is legitimate suspicion.

Penalty is a zero on the assignment. In cases where there is a major or continuous breach of trust, further discipline, such as an "F" in the course, may be necessary.

The major consequence of any form of cheating is damage to your character and the result of trust and respect.

DISABILITY ACCOMMODATIONS

Students who have a disability and wish to request an academic accommodation should contact Jim Gepperth, the Disabilities Services Coordinator and Academic Dean. The student can request an accommodation at any time although it is encouraged to do so early in the enrollment process. The student should complete an accommodation request form which begins a conversation between the school and the student regarding the nature of their disability and an accommodation that would help the student succeed in their program. The school may request documentation regarding the disability to address the accommodation request effectively. The school will communicate to the student the type of accommodation arranged. This process typically follows a team approach, bringing together persons from the academic department (including the instructor) and personnel from other departments as necessary. Additional information on disability accommodations may be found in the Lakewood University Catalog.

Disability Services Email: disabilityservices@lakewood.edu

SUPPLEMENTAL TEXTS

You can use the following resources to assist you with proper source citation.

American Psychological Association Style Guide- https://www.mylakewoodu.com/pluginfile.php/118179/mod_resource/content/1/APA%20Style%20Guide%207th%20edition.pdf

The Purdue OWL website is also a helpful resource for students. Here is a link to the OWL website: https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_formatting_and_style_guide/general_format.html

LIBRARY

Mary O'Dell is the Librarian on staff at Lakewood University

She is available by appointment. You can make an appointment with her by emailing her at modell@lakewood.edu or call at 1-800-517-0857 X 730

You may also schedule a meeting at this link: <https://my.setmore.com/calendar#monthly/r3a761583354923270/01032020>

She can assist you with navigating LIRN, research, citations etc.

SUPPORT

Each student at Lakewood University is assigned a Success Coach. Your Success Coach exists to assist you with academic and supportive services as you navigate your program. They will reach out to you, often, to check-in. Please use the resources they offer.

Student Services is available to assist with technical questions regarding Lakewood University and all services available to you.

1-800-517-0857 option 2
info@lakewood.edu
studentservices@lakewood.edu

CAREER SERVICES

Students are offered Career Services at any point as they journey their academics at Lakewood University.

1-800-517-0857 option 2
careerservices@lakewood.edu

LESSONS

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE
Lesson #1	<ul style="list-style-type: none">Strategic Management and Strategic CompetitivenessThe External Environment: Opportunities, Threats, Industry Competition and Competitor Analysis	Study Course Syllabus Read Chapters 1 & 2 Participate in the Discussion Forum Lesson Evaluation	
Lesson #2	<ul style="list-style-type: none">The Internal Organization: Resources, Capabilities, Core Competencies, and Competitive AdvantagesBusiness-Level Strategy	Read Chapters 3 & 4 Participate in the Discussion Forum Lesson Evaluation	

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE
Lesson #3	<ul style="list-style-type: none"> Competitive Rivalry and Competitive Dynamics Corporate-Level Strategy 	Read Chapters 5 & 6 Participate in the Discussion Forum Complete Assignment 1 Lesson Evaluation	Assignment 1 upon completion of the lesson
Lesson #4	<ul style="list-style-type: none"> Merger and Acquisition Strategies International Strategy 	Read Chapters 7 & 8 Participate in the Discussion Forum Lesson Evaluation	
Lesson #5	<ul style="list-style-type: none"> Cooperative Strategy Corporate Governance 	Read Chapters 9 & 10 Participate in the Discussion Forum Complete Assignment 2 Lesson Evaluation	Assignment 2 upon completion of the lesson
Lesson #6	<ul style="list-style-type: none"> Organizational Structure and Controls 	Read Chapter 11 Participate in the Discussion Forum Lesson Evaluation	
Lesson #7	<ul style="list-style-type: none"> Strategic Leadership 	Read Chapters 12 Participate in the Discussion Forum Complete Assignment 3 Lesson Evaluation	Assignment 3 upon completion of the lesson
Lesson #8	<ul style="list-style-type: none"> Strategic Entrepreneurship 	Read Chapter 13 Participate in the Discussion Forum Complete the Final Exam Request the Next Course Lesson Evaluation THANKS FOR A GREAT CLASS	Final exam upon completion of the lesson

DESCRIPTION

In this course, students will be given the knowledge to formulate and implement the major goals and initiatives taken by a company's top management on behalf of owners, based on consideration of available resources and an assessment of the company's internal and external environments in which the institute or company competes.

Program Objectives

- 1) Define strategic management and competitiveness.
- 2) Explain the importance of analyzing and understanding the external environment.
- 3) Summarize the importance of identifying internal strengths and weaknesses.
- 4) Explain the differences among business-level strategies.
- 5) Define corporate-level strategy and discuss its purpose.

- 6) Describe seven problems that work against achieving success when using an acquisition strategy.
- 7) Describe two approaches used to manage cooperative strategies.
- 8) Describe the relationship between strategy and structure.

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