



## Management 408 – Spring 2006

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Professor: Harland E. Hodges, Ph.D.  
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Office Hours: 8 – 9 MWF  
11 – 12 MWF



## Course Catalog Description

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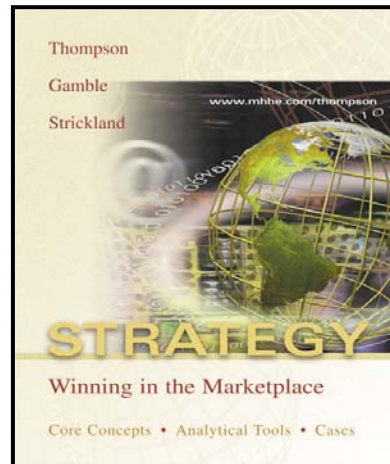
A course for senior business administration majors that draws together the functional areas of business operations (accounting, finance, marketing, human resources, management and operations management) as a means of developing the students' conceptual and decision making abilities.



## Required Text

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Strategy: Winning In The Marketplace



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## Prerequisite Skills

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Senior Standing

Required Courses: ECON 201, 202, MATH 104, 105, ACCT 201, 202, DSCI 232, 304, MGMT 301, MKTG 302, FINC 303.

Recommended: BLAW 205, DSCI 300.

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## Course Objectives

- . Demonstrate the important role strategy plays in business success
- . Provide an integrative medium in which the student must apply skills learned in the business curriculum
- . Develop research skills to analyze businesses in the current global competitive environment
- . Develop problem solving, decision making, critical thinking and presentation skills
- . Emphasize importance of ethics, diversity, and quality into strategic management decisions

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## Grading Scale & Grade Composition

The grade for this course will be subjectively evaluated based on typewritten papers and/or presentations which address classroom and text discussions. All typewritten papers are required to be double spaced.

The papers will require the student to read the chapters and attend classroom discussions (some of which will be group discussions) to be able to address the issues in the assignment.

There will be several assignments totaling 100 points. Each will be graded based on the professors judgment of the students understanding of the material, effort put into creating the paper and ability to clearly communicate concepts.

F [0,59], D [60,69], C [70,77], C+[78,79], B [80,87], B+ [88,89], A [90,100]

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## Attendance Policy

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You are near the end of your business careers and are expected to attend class unless there is *good excuse* for the absence. *Three (3) absences are allowed for this purpose.* It is not necessary to explain the reason for the missed class because it is automatically assumed that it is for a valid legitimate reason.

*If you miss more than the allowed number above you will be withdrawn from the course. This policy is non-negotiable*



## Honor Code

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Cheating in any form is NOT allowed and will be rewarded, at a MINIMUM, with a grade of F in the course.

If copying is involved, both parties will be judged equally guilty.



## Late Assignments

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Late assignments will not be accepted.

If you know in advance of a legitimate reason for missing an assignment due date you should discuss this with me. We may be able to work out a solution in this situation.

Legitimate excuses for missing an assignment, which are brought to my attention after the assignment due date will be considered; however, my judgement in this situation will be final and non-negotiable.



## Grading Judgment

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In your business career, your success will be dependent upon someone's subjective opinion of your work.

The professor's judgement will be the basis for grading your assignments. If you disagree, then do it appropriately and professionally.

Do not lose your argument before you begin by creating an adversarial position. Remember, success in the business world begins with the ability to communicate and negotiate.



## Basic Requirements

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Print out a copy of the PowerPoint presentations from the College of Charleston website [www.cofc.edu/~hodgesh](http://www.cofc.edu/~hodgesh) and bring them to class with you each day. You should print these 3 per page to allow for notes during *Chapter reading* and *classroom discussions*. The PowerPoint presentations are very good and provide a good outline for the textbook material.

Keep a binder, folder, or notebook for your homework, lecture presentations, class notes and handouts. Bring it to class each day.

Bring a calculator to class each day and know how to operate it properly.

Keep all of you assignments in an organized, orderly format.

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## Library and Computer Facilities

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The College of Charleston is equipped with state of the art library and computer facilities for your use.

This course will require a significant amount of time doing research either via *print media*, *news media*, *tv media*, and the *internet*.

A convenient location near my office is in the JC Long Building, 9 Liberty Street, Room 404.

Excel, Word and PowerPoint will be important for the successful completion of this course.

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## Ask For Help

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If you need assistance, see me during my office hours.

If my office hours are not convenient, I can be available by appointment.



## Text Outline

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Chapter 1 - What Is Strategy? Why Is It Important?

Chapter 2 - Analyzing - External Environment?

Chapter 3 - Analyzing - Company Resources & Competition

Chapter 4 - Crafting Strategy - Quest for Competitive Advantage

Chapter 5 - Competing - Foreign Markets

Chapter 6 - Diversification - Managing a Group of Businesses

Chapter 7 - Building a Capable Organization

Chapter 8 - Managing Internal Operations

Chapter 9 - Corporate Culture & Leadership