

School	The University of New Mexico Valencia Campus
Course	BUSA2260 - Principles of Strategy (Capstone Course for the UNM-Valencia A.A.B.A. Degree Program)
Semester	Spring 2023
Class Time	Tuesdays and Thursdays 12:00PM-1:15PM (100% Face-to-Face)
Room	VAAS A101 (The Big Lecture Hall)
Instructor	Dr. Stephen Edward Tkach Ph.D. (Strategic Management), MBA (International Management), BBA (Finance) Business and Technology Building (B152) (Instructor will likely be in this office or in classroom)
Office	set@unm.edu (Please only send email from your @unm.edu email account)
Office Phone	505.925.8730 (Please contact through email as office phone is rarely checked)
Office Hours	Tuesdays and Thursdays 9:00AM-120PM and 2:45PM-3:00PM in VAAS A101 (The Big Lecture Hall) (please see office hours on B152 office door)
Textbook	Strategic Management, 6th ed., Dess, Lumpkin, Eisner, and McGinnis (ISBN-13: 9780072439562)
Supplemental Text	Dear Mr. A ~ Letters Revealing the Secrets of an Entrepreneur [aka The Next Level Entrepreneur] George Black
Course Purpose	Case studies and projects that prepare the students to effectively apply their management training in the business environment will be emphasized. Project assignments in planning, decision making and problem solving will use and promote the development of capabilities in all functional area of management. Additionally, emphasizes the functions of top management. Case studies offer the student an opportunity to develop a habit of administrative thinking as company-wide objectives and policies are formulated and consistent plans and programs are carried into action. Based on successfully completing BUSA2260 students should be able to: <ol style="list-style-type: none"> 1. Formulate and implement strategies as part of realistic business case studies 2. Integrate their overall business knowledge with the legal dimensions of managerial decision making 3. Integrate their overall business knowledge with the political dimensions of managerial decision making 4. Integrate their overall business knowledge with the international dimensions of managerial decision making 5. Integrate their overall business knowledge with the sociocultural dimensions of managerial decision making 6. Integrate their overall business knowledge with the technological dimensions of managerial decision making 7. Integrate their overall business knowledge with the economic/demographic dimensions of managerial decision making 8. Perform analysis on realistic business case studies 9. Present their real-life entrepreneurial endeavors
Course Objectives	Course grade will reflect student's exam performance, the completion of in-class exercises, out-of-class assignments, an in-class presentation, and pitch competition submission. <p style="text-align: center;">Exams: 70% In-Class Exercises: 15% Out of Class Assignments: 5% In-Class End-of-Semester (EOS) Presentation: 5% Pitch Competition Submission: 5% A: 90-100% B: 80-89.5% C: 70-79.5% D: 60-69.5% F: Below 59.5</p>
Grading and Assignments	There will be two (2) in-class exams: (1) Midterm Exam @ 30% and (1) Comprehensive Final Exam @ 40% = 70%) There will be thirty (30) in-class exercises. These exercises will be completed in-class, during class time, and will be turned into the instructor at the end of the class session. These in-class exercises cannot be made-up: (30 in-class exercises @ 0.5% per in-class exercise = 15%) There will be thirty (30) out-of-class assignments (OCAs). These assignments will require out of class notes on the topics contained within the chapter, will be completed individually by the student, will be turned into the instructor on the date indicated on the syllabus, will be <u>legibly hand written</u> , and will be limited to one single page front and back. Late work on these assignments will not be accepted. Emailed versions of these assignments will not be accepted. Students need to turn these assignments at the beginning of the class session and must remain in the classroom until dismissal to receive <u>full credit</u> . (30 out-of-class assignments @ 0.167% per out of class assignment = 5%) There will be one (1) in-class End-of-Semester (EOS) presentation. This presentation will be based on the out-of-class assignments and in-class exercises that are completed from the course supplemental textbook Dear Mr. A. (aka The Next Level Entrepreneur) (1 presentation @ 5% per presentation = 5%) There will be one (1) pitch competition submission. This submission will be based on the out-of-class assignments and in-class exercises that are completed from the course supplemental Dear Mr. A. (aka The Next Level Entrepreneur) (1 pitch competition submission @ 5% per submission = 5%)
Make-Up Tests	Make-up tests will not be offered to students. Please ensure your attendance on the noted test days.
Attendance Policy	Students are required to attend class regularly. You must attend the class sessions, complete your in-class exercises, turn in your out-of-class assignments, and learn the material required for the exams. Please note there is no way to make-up a missed class session. **Students missing more than three (3) in-class sessions will be dropped from the course.**
UNM-Valencia Vision Statement	"Excellence in teaching, learning, and service to our community"
UNM Computer Lab Responsibility Statement	Use of computer labs on UNM properties is governed by "Policy 2500: Acceptable Computer User" which can be found at http://policy.unm.edu/university-policy/2500.html . Food and drink are also prohibited in any computer lab on campus. Anyone violating these policies is subject to possible suspension and loss of computer lab privileges.
UNM Academic Dishonesty Policy	Having academic integrity is paramount to your success in any class. Plagiarism or cheating is not tolerated. Any instance of this will result in a grade of zero for that assignment. The link to the UNM Academic Dishonesty Policy: https://policy.unm.edu/university-policy/academic-dishonesty-448.html . The policy states, "Each student is expected to maintain the highest standards of honesty and integrity in academic and professional matters. Academic Dishonesty includes, but not limited to, dishonesty in quizzes, tests, or assignments; changing credit for work not done or done by others; including the academic work of other students. Any student judged to have engaged in academic dishonesty in course work may receive a reduced or failing grade for the work in question and/or for the course."
UNM Title IX Statement	In an effort to meet obligations under Title IX, UNM faculty, teaching assistants, and graduate assistants are considered "responsible employees" by the Department of Education (see Reg. 15 - http://www.ed.gov/about/offices/list/oeip/oeip-201404-titix-9.pdf). This designation requires that any report of gender discrimination which includes sexual harassment, sexual misconduct and sexual violence made to a faculty member, TA, or GA, must be reported to the Title IX Coordinator at the Office of Equal Opportunity (oeo.unm.edu). For more information on the campus policy regarding sexual misconduct, see https://policy.unm.edu/university-policy/2000/2740.html
UNM Students with Disabilities Statement	If you have a documented disability, the Equal Access Services Office will provide you with a letter outlining your accommodations. We then discuss the accommodations with you to determine the best learning environment. If you feel that you need accommodations, but have not documented your disability, please contact Steve Kelley, the coordinator for Equal Access Services at 505.950.0 or skelley@unm.edu .

Day	Date	Topic Covered	In-Class Exercise ICE#	Out-of-Class Assignment OCA#	OCA Description
Tuesday	1/17/23	Course Introduction (Syllabus/Handouts/Student Information Sheet)	1	1	Course Introduction Notes
Thursday	1/19/23	Chapter 1 - Strategic Management and Creating Competitive Advantage	2	2	Chapter 1 Notes
Tuesday	1/24/23	Chapter 13 - Analyzing Cases	3	3	Chapter 13 Notes
Thursday	1/26/23	Chapter 2 - Analyzing the External Environment of the Firm	4	4	Chapter 2.1 Notes
Tuesday	1/31/23	Chapter 2 - Analyzing the External Environment of the Firm	5	5	Chapter 2.2 Notes
Thursday	2/2/23	Chapter 3 - Assessing Internal Environment of the Firm	6	6	Chapter 3.1 Notes
Tuesday	2/7/23	Chapter 3 - Assessing Internal Environment of the Firm	7	7	Chapter 3.2 Notes
Thursday	2/9/23	Chapter 4 - Recognizing Firm's Intellectual Assets	8	8	Chapter 4.1 Notes
Tuesday	2/14/23	Chapter 4 - Recognizing Firm's Intellectual Assets	9	9	Chapter 4.2 Notes
Thursday	2/16/23	Chapter 5 - Business Level Strategy - Creating and Sustaining Competitive Advantages	10	10	Chapter 5.1 Notes
Tuesday	2/21/23	Chapter 5 - Business Level Strategy - Creating and Sustaining Competitive Advantages	11	11	Chapter 5.2 Notes
Thursday	2/23/23	Chapter 6 - Corporate Level Strategy - Creating Value through Diversification	12	12	Chapter 6.1 Notes
Tuesday	2/28/23	Chapter 6 - Corporate Level Strategy - Creating Value through Diversification	13	13	Chapter 6.2 Notes
Thursday	3/2/23	** Independent "In-Class Exercise" Day #01 ** Out-of-Class Midterm Exam Review	14	14	Midterm Exam Notes (Chapters 1, 2, 3, 4, 5, 6, and 13) (EMAIL THESE)
Tuesday	3/7/23	In-Class Midterm Practice Exam (Attendance Required)	15	15	Practice Midterm Exam Test Day Notes (Practice Test "Cheat-Sheet")
Thursday	3/9/23	BUSA2260 MIDTERM EXAM (Chapters 1, 2, 3, 4, 5, 6, and 13)	16	16	Practice Midterm Exam Debriefing Notes (Looking Back)
Tuesday	3/14/23	NO CLASS - SPRING BREAK 2023 - NO CLASS	None	None	
Thursday	3/16/23	NO CLASS - SPRING BREAK 2023 - NO CLASS	None	None	
Tuesday	3/21/23	Chapter 7 - International Strategy - Creating Value in Global Markets	17	17	Chapter 7.1 Notes
Thursday	3/23/23	Chapter 7 - International Strategy - Creating Value in Global Markets	18	18	Chapter 7.2 Notes
Tuesday	3/28/23	Chapter 8 - Entrepreneurial Strategy and Competitive Dynamics	19	19	Chapter 8.1 Notes
Thursday	3/30/23	Chapter 8 - Entrepreneurial Strategy and Competitive Dynamics	20	20	Chapter 8.2 Notes
Tuesday	4/4/23	Chapter 9 - Strategic Control and Corporate Governance	21	21	Chapter 9.1 Notes
Thursday	4/6/23	Chapter 9 - Strategic Control and Corporate Governance	22	22	Chapter 9.2 Notes
Tuesday	4/11/23	Chapter 10 - Creating Effective Organizational Designs	23	23	Chapter 10.1 Notes
Thursday	4/13/23	Chapter 10 - Creating Effective Organizational Designs	24	24	Chapter 10.2 Notes
Tuesday	4/18/23	Chapter 11 - Strategic Leadership - Creating a Learning/Ethical Organization	25	25	Chapter 11 Notes
Thursday	4/20/23	Chapter 12 - Managing Innovation and Fostering Corporate Entrepreneurship	26	26	Chapter 12 Notes
Tuesday	4/25/23	In-Class "Review of...(Chapters 7, 8, 9, 10, 11, and 12) (Attendance Required)	27	27	Final Exam Notes (Chapters 7, 8, 9, 10, 11, and 12)
Thursday	4/27/23	** Independent "In-Class Exercise" Day #02 (Out-of-Class End-of-Semester Project Submission)	28	28	End-of-Semester Project Notes (Looking Back) (EMAIL THESE)
Tuesday	5/2/23	In-Class End-of-Semester Project Presentations (Attendance Required)	29	29	Notes - Presentations of End-of-Semester Projects
Thursday	5/4/23	In-Class Final Exam Review (Chapters 1-13) (Attendance Required)	30	30	Final Exam Notes (Chapters 13-23)
Tuesday	5/9/23	NO CLASS - Final Exam Week - NO CLASS	None	None	
Thursday	5/11/23	BUSA2260 COMPREHENSIVE FINAL EXAM (Chapters 1-13)	None	None	BUSA2260 COMP FINAL EXAM - 12:00PM-2:00PM

** = No Formal In-Class Session
(i.e., Dr. Takach will NOT be in classroom)