

<b>School</b>	The University of New Mexico Valencia Campus
<b>Course</b>	BUSA2260 - Principles of Strategy (Capstone Course for the UNM-Valencia A.A.B.A. Degree Program)
<b>Semester</b>	Spring 2025
<b>Class Time</b>	Tuesdays 8:00AM-1:00PM (100% Face-to-Face)
<b>Room</b>	VAAS A101 (The Big Lecture Hall)
<b>Instructor</b>	Dr. Stephen Edward Takach Ph.D. (Strategic Management), MBA (International Management), BBA (Finance)
<b>Office</b>	Business and Technology Building (B152) ( <i>Instructor will likely be in this office or in classroom</i> )
<b>Email</b>	set@unm.edu (Please only send email from your @unm.edu email account)
<b>Office Phone</b>	505.925.8730 ( <i>Please contact through email as office phone is rarely checked</i> )
<b>Office Hours</b>	Tuesdays 7:00AM-8:00AM and 1:00PM-2:00PM in UNM-Valencia VAAS A101 (i.e., The Big Lecture Hall) (please see office hours on B152 office door)
<b>Textbook</b>	Strategic Management, 6th ed., Dess, Lumpkin, Eisner, and McNamera (ISBN-13: 9780077439569) Supplemental Text: Dear Mr. A ~ Letters Revealing the Secrets of an Entrepreneur [aka The Next Level Entrepreneur], George Black
<b>Course Purpose</b>	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.
<b>Course Objectives</b>	Based on successfully completing BUSA2260 students should be able to: 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 on real-life entrepreneurial endeavors
<b>Grading and Assignments</b>	Course grade will reflect student's performance on the Comprehensive Final Exam: <p style="text-align: center;"><b>Comprehensive Final Exam: 100%</b></p> <p style="text-align: center;"><b>A: 90-100%</b>  <b>B: 80-89%</b>  <b>C: 70-79%</b>  <b>D: 60-69%</b>  <b>F: 0-59%</b></p> <p style="text-align: center;"><b>Your overall course grade will be the same as your score on the one (1) comprehensive final exam</b></p> <p style="text-align: center;"><i>(i.e., if you get a 91% on the comprehensive final exam you will earn an "A" for the course; if you get a 73% on the comprehensive final exam you will earn a "C" for the course, etc.).</i></p> The comprehensive final exam will be taken in-person on Tuesday, March 11th, 2025 from 8:00AM-12:00PM The comprehensive final exam will cover Chapters 1-12 of the textbook The comprehensive final exam will have 100 multiple choice questions The comprehensive final exam will be closed book and closed notes ( <i>i.e., all you can bring into the UNM-Valencia Assessment Center is a pencil</i> )
<b>Make-Up Tests</b>	Make-up test will NOT be offered. Please ensure you attendance on the noted Comprehensive Final Exam day
<b>Attendance Policy</b>	Students are required to attend class regularly. You must attend all class sessions to successfully learn the material required for the comprehensive final exam. Please note there is no way to make up a missed class session. <b>**As this is a "compressed" course (i.e., 8-week, 1-meeting per week) students missing more than two (2) in-class sessions will be dropped from the course.**</b>
<b>UNM-Valencia Vision</b>	<b><i>"Excellence in teaching, learning, and service to our community"</i></b>
<b>UNM Computer Lab Responsibility Statement</b>	Use of computer labs on UNM properties is governed by "Policy 2500: Acceptable Computer Use" which can be found at <a href="http://policy.unm.edu/university-policies/2000/2500.html">http://policy.unm.edu/university-policies/2000/2500.html</a> . 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
<b>UNM Academic Dishonesty Policy</b>	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: <a href="https://policy.unm.edu/regents-policies/section-4/4-8.html">https://policy.unm.edu/regents-policies/section-4/4-8.html</a> . 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 is not limited to, dishonesty in quizzes, tests, or assignments; claiming credit for work not done or done by others; hindering 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."
<b>UNM Title IX Statement</b>	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 pg. 15 - <a href="http://www2.ed.gov/about/offices/list/ocr/docs/ga-201404-title-ix.pdf">http://www2.ed.gov/about/offices/list/ocr/docs/ga-201404-title-ix.pdf</a> ). 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: <a href="https://policy.unm.edu/university-policies/2000/2740.html">https://policy.unm.edu/university-policies/2000/2740.html</a>
<b>UNM Students with Disabilities Statement</b>	If you have a documented disability, the Equal Access Services office will provide you with a letter outlining your accommodations. I will 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 Stacie Kirtley, the coordinator for Equal Access Services at 925-8560 or <a href="mailto:skirtley@unm.edu">skirtley@unm.edu</a> .

<b>Week:</b>	<b>Class Schedule to Prepare for the BUSA2260 Comprehensive Final Exam</b>
Week 1	Course Introduction (Syllabus/Handouts/Student Information Sheet)
	In-Class Informal Assessment
Week 2	Chapter 1 - Strategic Management and Creating Competitive Advantage
	Chapter 2 - Analyzing the External Environment of the Firm
	Review
Week 3	Chapter 3 - Assessing Internal Environment of the Firm
	Chapter 4 - Recognizing Firm's Intellectual Assets
	Review
Week 4	Chapter 5 - Business Level Strategy - Creating and Sustaining Competitive Advantages
	Chapter 6 - Corporate Level Strategy - Creating Value through Diversification
	Review
Week 5	Chapter 7 - International Strategy - Creating Value in Global Markets
	Chapter 8 - Entrepreneurial Strategy and Competitive Dynamics
	Review
Week 6	Chapter 9 - Strategic Control and Corporate Governance
	Chapter 10 - Creating Effective Organizational Designs
	Review
Week 7	Chapter 11 - Strategic Leadership - Creating a Learning/Ethical Organization
	Chapter 12 - Managing Innovation and Fostering Corporate Entrepreneurship
	Review
	BUSA2260 Comprehensive Final Exam Preparation
Week 8	<p style="text-align: center;"><b>IN-PERSON BUSA2260 COMPREHENSIVE FINAL EXAM</b></p> <p style="text-align: center;"><b>(Chapters 1-12) **In-Person BUSA2260 Comprehensive Final Exam will be taken in our classroom on the following day and time ** Tuesday, March 11th, 2025</b></p> <p style="text-align: center;"><b><i>[8:00AM-12:00PM (Mountain Time)]</i></b></p> <p style="text-align: center;"><b>**NO MAKEUP EXAM WILL BE OFFERED; PLEASE ENSURE YOUR ATTENDANCE**</b></p>