

TEXAS A&M UNIVERSITY - TEXARKANA

MGT 508
STRATEGIC PLANNING
SPRING SEMESTER 2007
Course Syllabus

INSTRUCTOR: Larry Davis, PhD
OFFICE: Room 214-N
OFFICE HOURS: Monday: 9:30-11:30 am
Tuesday: 9:30-11:30 am
1:00- 3:00 pm
Other times by appointment
PHONE: (903)223-3006
e-mail Address: Larry.Davis@tamut.edu
COURSE TIMES: Tuesday, 6:00 – 8:45pm Web-enhanced
Room: Aikin 118

CATALOG

DESCRIPTION: This course provides an overview of strategic planning including its nature, scope and development as a critical area of management education and of the steps in the strategic planning process.

PREREQUISITES: None specified.

COURSE TEXT: None Required. Various reference materials
Handouts:

Strategic Planning Model
XYZ Credit Union Planning Sample
XXX Transportation System Planning Sample

COURSE OBJECTIVES: Upon successful completion of the course, the student will have an understanding of:

1. The nature and scope of strategic planning.
2. The major steps in the strategic planning process.
3. Special issues in strategic management.
4. Cross-functional strategic management issues.

COURSE REQUIREMENTS:

**Written Plan
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Class Presentation** Each student will be one of a three-member team to be formed at the course orientation session. Each team will select a business/organization, follow the strategic planning model for the course, and prepare a strategic plan. The plan will be turned in to the professor in report form for grading and will be presented as an oral report to the class.

EVALUATION:

Written Report: Students will be evaluated on the quality of a submitted written strategic plan.

Class Presentation: Students will be evaluated on the quality of a class presentation of their strategic plan.

GRADING SCALE: Written Report: 0-100 points

Presentation of report to class: 0-100 points
 Maximum Points Available: 200

A=180 or more points D=120-139 points
 B=160-179 points F=below 120 points
 C=140-159 points

CLASS SCHEDULE
(Subject to Revision) (Any Revisions will be posted on Web-CT)

January 16 (In Class)	Course Orientation: Aikin 118: 6:00 pm
January 23 (In Class)	Discussion of the strategic planning process
January 30	
February 6 (In Class)	Team Conferences With Professor
February 13	Student teams work on development of strategic plans.
February 20	Student teams work on development of strategic plans.
February 27	Student teams work on development of strategic plans..
March 5-9	Spring Break
March 13 (In Class)	Team Conferences With Professor
March 20	Student teams work on development of strategic plans.
March 27	Student teams work on development of strategic plans.
April 3	Student teams work on development of strategic plans.
April 10 (In Class)	Team Conferences With Professor Strategic Plans (Reports) Due.
April 17 (In Class)	Student presentation of strategic plans to the class.
April 24 (In Class)	Student presentation of strategic plans to the class.
May 1	Course completion