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.

COURSE REQUIREMENTS:
Written Plan
& 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  
B=160-179 points  
C=140-159 points  
D=120-139 points  
F=below 120 points

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

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