

STUDENT WARNING: This course syllabus is from a previous semester archive and serves only as a preparatory reference. Please use this syllabus as a reference only until the professor opens the classroom and you have access to the updated course syllabus. Please do NOT purchase any books or start any work based on this syllabus; this syllabus may NOT be the one that your individual instructor uses for a course that has not yet started. If you need to verify course textbooks, please refer to the online course description through your student portal. This syllabus is proprietary material of APUS.

American Public University System

The Ultimate Advantage is an Educated Mind

School: School of Business
Course Number: MGMT414
Course Name: Strategic Planning
Credit Hours: 3
Length of Course: 8 Weeks
Prerequisite: None

Table of Contents

Instructor Information	Evaluation Procedures
Course Description	Grading Scale
Course Scope	Course Outline
Course Objectives	Policies
Course Delivery Method	Academic Services
Course Resources	Selected Bibliography

Instructor Information

Instructor:

Email:

[Table of Contents](#)

Course Description (Catalog)

This course focuses on the principles utilized in the formulation and execution of an organization's strategic plan as it relates to maintaining a competitive advantage. The integration of an organization's mission, stakeholder objectives, vision and core values is emphasized.

[Table of Contents](#)

Course Scope

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This course provides an overview of strategic planning, fundamental principles of the strategic planning process, why good strategic management leads to good business performance, present the basic concepts and tools of strategic analysis. It will help students understand the various influences that the strategic planning process can have on an organization and improve organizational goals and objectives.

[Table of Contents](#)

Course Objectives

After successfully completing this course, you will be able to:

- 1 Analyze how to think strategically about a company, its present business position, its long-term direction, its resources and competitive capabilities, the caliber of its strategy, and its opportunities for gaining sustainable competitive advantage.
- 2 Apply business strategy, reasoning carefully about strategic options, using what-if analysis to evaluate action alternatives, and making sound strategic decisions.
- 3 Explain the range of actions managers can take to promote competent strategy execution, and build confidence for teams to implement a company's strategic plan.
- 4 Describe how to assess business risk, improve the ability to make sound business decisions, and achieve effective outcomes through strategic planning.
- 5 Produce supporting logic about the strategic planning process and how it relates to core reading material and outside articles that relate to strategic planning. [Table of Contents](#)

Course Delivery Method

This course delivered via distance learning will enable students to complete academic work in a flexible manner, completely online. Course materials and access to an online learning management system will be made available to each student. Online assignments are due by Sunday evening of the week as noted and include Forum questions (accomplished in groups through a threaded forum), examination, and individual assignments submitted for review by the Faculty Member). Assigned faculty will support the students throughout this eight-week course.

[Table of Contents](#)

Course Resources

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Required Course Textbooks

Book Number	Authors	Book Title	Publication Info	ISBN
MGMT414-0	Bryson, John	Strategic Planning for Public and Nonprofit	Hoboken, NJ: Bass/Wiley	978-0-470-39251-5

Textbook in APA format:

Bryson, J. (2011). Strategic Planning For Public and Nonprofit (4th Ed.). Hoboken, NJ: Bass/Wiley

Bryson, J. (2011). Creating your Strategic Plan: A *Workbook* for Public and Nonprofit Organizations (3rd Ed.). Hoboken, NJ: Bass/Wiley

(The workbook is used as supplemental reading and should be read throughout the course as you read the main textbook)

Please visit <http://apus.libguides.com/er.php> and search by the course number (ex: MGMT414) to access your required resources.

[Table of Contents](#)

Evaluation Procedures

Describe how you will evaluate your students for each graded activity.

Forum Assignments: Please review the classroom rubric for forum grading criteria

Homework Assignments: Each written assignment is associated with a classroom rubric

Exams/Quizzes: Your exams and quizzes are auto graded

Graded Assignments	Percent of Final Grade
Forum Work - Course Forum Work – Weeks 1 -8	45
Quiz/Exam Assignments -	15
Written Papers –	40

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Total	100

[Table of Contents](#)

8 – Week Course Outline

Please see the [Student Handbook](#) to reference the University's [grading scale](#).

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Week	Topic(s)	Reading(s)	LO	Assignment(s)
1	Introduction to Strategic Planning	Bryson Txt Chapter 1	1	Forum - Introductory & Introduction to Strategic Planning
2	Strategic Planning Approach	Bryson Txt Chapter 2	4	Forum - Strategic Planning Approach
3	Agreeing on a Plan & Clarifying Organizational Mission	Bryson Txt Chapters 3,4	3,5	Paper due Forum - Agreeing on a plan & Clarifying Organizational Mission
4	Assessing the environment & Identifying Strategic Issues	Bryson Txt Chapters 5,6	2	Forum - Assessing the Environment & Identifying Strategic Issues
5	Adopting Strategies & Establishing Organizational Vision	Bryson Txt Chapters 7,8	1	Mid-Term Exam Due Forum - Adopting Strategies & Establishing Organizational Values
6	Implementing Strategies & Revising Strategies	Bryson Txt Chapters 9,10	2	Forum - Implementing Strategies & Revising Strategies

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7	Managing the Strategic Planning Process	Bryson Txt Chapters 11,12	1,5	Forum - Managing the strategic Planning Process Paper – Leadership Role for Strategic Planning
8	Final Paper Due	Final Paper Week	4,5	Forum - Class Overview Final Paper Due

[Table of Contents](#)

Policies

Please see the [Student Handbook](#) to reference all University policies. Quick links to frequently asked question about policies are listed below.

- [Drop/Withdrawal Policy](#)
- [Plagiarism Policy](#)
- [Extension Process and Policy](#)
- [Disability Accommodations](#)

Writing Expectations

Expectations should be followed based on the classroom rubric.

Citation and Reference Style

Attention Please: Students will follow the APA format as the sole citation and reference style used in written work submitted as part of coursework to the University. Assignments completed in a narrative essay or composition format must follow the citation style cited in the APA Format.

Late Assignments

Students are expected to submit classroom assignments by the posted due date and to complete the course according to the published class schedule. As adults, students, and working professionals, I understand you must manage competing demands on your time. Should you need additional time to complete an assignment, please contact me before the due date so we can discuss the situation and determine an acceptable resolution. Routine submission of late assignments is unacceptable and may result in points deducted from your final course grade.

Netiquette

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Online universities promote the advancement of knowledge through positive and constructive debate – both inside and outside the classroom. Forums on the Internet, however, can occasionally degenerate into needless insults and “flaming.” Such activity and the loss of good manners are not acceptable in a university setting – basic academic rules of good behavior and proper “Netiquette” must persist. Remember that you are in a place for the rewards and excitement of learning which does not include descent to personal attacks or student attempts to stifle the Forum of others.

- **Technology Limitations:** While you should feel free to explore the full-range of creative composition in your formal papers, keep e-mail layouts simple. The Sakai classroom may not fully support MIME or HTML encoded messages, which means that bold face, italics, underlining, and a variety of color-coding or other visual effects will not translate in your e-mail messages.
- **Humor Note:** Despite the best of intentions, jokes and especially satire can easily get lost or taken seriously. If you feel the need for humor, you may wish to add “emoticons” to help alert your readers: ;-), :), ☺

Disclaimer Statement

Course content may vary from the outline to meet the needs of this particular group.

[Table of Contents](#)

Online Library

The Online Library is available to enrolled students and faculty from inside the electronic campus. This is your starting point for access to online books, subscription periodicals, and Web resources that are designed to support your classes and generally not available through search engines on the open Web. In addition, the Online Library provides access to special learning resources, which the University has contracted to assist with your studies. Questions can be directed to librarian@apus.edu.

- **Charles Town Library and Inter Library Loan:** The University maintains a special library with a limited number of supporting volumes, collection of our professors’ publication, and services to search and borrow research books and articles from other libraries.
- **Electronic Books:** You can use the online library to uncover and download over 50,000 titles, which have been scanned and made available in electronic format.
- **Electronic Journals:** The University provides access to over 12,000 journals, which are available in electronic form and only through limited subscription services.
- **Tutor.com:** AMU and APU Civilian & Coast Guard students are eligible for 10 free hours of tutoring provided by APUS. Tutor.com connects you with a professional tutor online

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24/7 to provide help with assignments, studying, test prep, resume writing, and more. Tutor.com is tutoring the way it was meant to be. You get expert tutoring whenever you need help, and you work one-to-one with your tutor in your online classroom on your specific problem until it is done.

Request a Library Guide for your course (<http://apus.libguides.com/index.php>)

The AMU/APU Library Guides provide access to collections of trusted sites on the Open Web and licensed resources on the Deep Web. The following are specially tailored for academic research at APUS:

- Program Portals contain topical and methodological resources to help launch general research in the degree program. To locate, search by department name, or navigate by school.
- Course Lib-Guides narrow the focus to relevant resources for the corresponding course. To locate, search by class code (e.g., SOCI111), or class name.

If a guide you need is not available yet, please email the APUS Library: librarian@apus.edu.

[Table of Contents](#)

Turnitin.com

Faculty may require assignments be submitted to Turnitin.com. Turnitin.com will analyze a paper and report instances of potential plagiarism for the student to edit before submitting it for a grade. In some cases professors may require students to use Turnitin.com. Typically the course professor will establish a Turnitin.com access code for his/her classes. If the code has not been established, those who wish to use Turnitin.com may ask their professor to establish the code.

Selected Bibliography

[Table of Contents](#)