

COURSE STRUCTURE

This class will be heavily dependent on student discussion. Part of each class will involve a discussion of the textbook chapter assigned for that class. There will be a brief presentation of the results of an interview with an organizational member that is related to the issue of the process of strategy implementation. We will also integrate the weekly blackboard discussion postings into the class discussions.

COURSE GRADES

<u>Assignment</u>	<u>Total Points</u>
Organizational Interview	30 pts.
Blackboard discussion postings	20 pts.
Term Paper	50 pts.
Total Possible Points	100 pts.

Grading

Grade	Total Points	Grade	Total Points
A	94 and above	C	74 - 76
A-	90 - 93	C-	70 - 73
B+	87 - 89	D+	67 - 69
B	84 - 86	D	64 - 66
B-	80 - 83	D-	60 - 63
C+	77 - 79	F	Below 60

Term Paper

Students will submit a term paper describing an implementation plan for a strategic project currently underway in their companies. Alternatively, students may choose to dissect either a successful or unsuccessful strategic

implementation from the past. It is understood that students may not have complete information about available resources or deadlines or any agreements the company may have with partner companies. Students may make reasonable assumptions, but must indicate those assumptions in the paper. **Please do NOT make use of proprietary or confidential company information.** The papers should be roughly 5 to 8 pages Times New Roman or Arial 12pt. font double-spaced. Papers will be submitted via Blackboard by midnight on the last day of class (Wednesday December 7, 2016).

Organizational Interview

Each student will interview another person at their company about a strategy implementation issue that is either ongoing or that occurred in the past. The student may, alternatively, discuss a situation from their own experience. The interview subject gets to choose the project and/or experience they wish to discuss. Interviewers should be prepared to ask questions such as “what was the strategic purpose of the project?” “Why did it go well?” or “Why didn’t it go well?” What would the interview subject do differently, in hindsight? When writing up the interview, the student should connect the story the interview subject is telling to some aspect of the material being covered in the book. The paper should be about 2 to 4 pages double-spaced and use Times New Roman or Arial 12 point font. In addition to submitting a written paper, the student will make an oral report to the class about their interview. This presentation (no PowerPoint is needed) should take about 5 minutes or less. **Students should NOT be making use of confidential or proprietary company information!!** This assignment is worth 30 points.

A sign-up sheet for each week will be available the first class. Slots are available on a first-come first served basis. Papers and oral reports are due on the day the student signs up for. The paper will be submitted through Blackboard and is due by midnight on the class day signed-up for.

Note Regarding Plagiarism for all papers: all quotations and paraphrases must be referenced. Any commonly accepted method of citation referencing is permissible. Please check your paper to make sure you have properly cited your sources. “Cutting and pasting” without acknowledging the source is an act of plagiarism and will be treated as such. All papers (interview as well as term paper) are expected to use proper referencing. Papers that do not acknowledge their source material will lose 5 points from their grade and will have to fix their errors.

Blackboard Discussion Contributions

On Thursday of each week (starting on Thursday October 20), I will post a question in the Discussion section of Blackboard. Students must submit a comment about that posting. These comments need not be terribly long, a paragraph or two. But they should be thoughtful. Each week's posting will become unavailable by midnight on the following Tuesday, so each student has a week to read and respond to the posting. Each week's posting is worth 3 points (total of 18 points). I will reserve two points (total) for a particularly insightful or interesting comment.

NOTES ON CLASSROOM POLICIES

- The University of Houston Academic Honesty Policy is strictly enforced by the C. T. Bauer College of Business. No violations of this policy will be tolerated in this course. A discussion of the policy is included in the University of Houston Student Handbook, www.uh.edu/dos/hdbk/acad/achonpol.html. Students are expected to be familiar with this policy.
- The C. T. Bauer College of Business would like to help students who have disabilities achieve their highest potential. To this end, in order to receive academic accommodations, students must register with the Center for Students with Disabilities (CSD) (telephone: 713 743-5400), and present approved accommodation documentation to their instructors in a timely manner.
- Writing is important and is taken seriously in this class. Errors of grammar, syntax, and spelling indicate either haste or a lack of clarity in thinking. Consider having spouses/roommates/friends read your reports before submission. Also, there is a Writing Center on campus (in the Insperity Center) that is available for your use and consultation. Having someone else edit your paper is NOT cheating (unless, of course, they write the entire thing).
- Please be considerate in your use of pagers and cell phones. Turn them off unless it is absolutely necessary.
- The Bauer College has a policy that requires all of its instructors to be evaluated by their students. The results of these evaluations are important to provide feedback to instructors on how their performance can be improved. In addition, these evaluations are carefully considered in promotion, salary adjustment, and other important decisions. We openly encourage students to provide feedback to the instructors and to the CBA through the evaluation process.