

## COURSE SYLLABUS

**Chaminade** University  
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Fall 1998 MGMT 415 <sup>30</sup>Policy  
Text: Strategic **Management**  
9" **Edition** 1998  
Author: Thompson/Strickland

### COURSE OBJECTIVES

1. To develop student insight and understanding of management issues and problems from a corporate perspective.
2. To broaden student experience and awareness of recognized corporate strategies and **planning** techniques and the varying **appropriateness** of these approaches.
3. To allow students to utilize previously **learned** business knowledge in real situations and to explore the practical application of these techniques.
4. To **create** a course environment that stimulates individual growth, teamwork, independent thinking and creativity.

### COURSE STRUCTURE

1. Readings **from** the text, supplemented with various journal **articles** and other materials applicable to the course.
2. Classroom discussions focusing on appropriate experiences and cases to expand and enhance understanding of the concepts reviewed.
3. Experiential and practical application of **learning** to case studies.
4. Open expression of ideas and participation is expected in all classroom discussions and required for the successful completion of the course.

### ASSIGNMENTS

1. Readings from the text and supplemental materials are required to be read in preparation for classroom discussions.
2. Case studies must be prepared in advance by all students to maximize the learning experience.
2. Students will form teams to complete a detailed company analysis and presentation that is a significant part of their grade in this course.

### GRADING

Weekly Preparation/Participation	15%
Written Case	10%
Company Presentation	30%
Midterm	25%
Final	20%