

OKLAHOMA CITY UNIVERSITY

Meinders School of Business

Native American Enterprise Management Certificate Program

Strategic Planning and Decision Making

Fall 2016

Syllabus

Instructors: Steve Agee, Ph.D. Mike Williams, Ph.D.	E-Mail: sagee@okcu.edu mrwilliams@okcu.edu
Office: Steve Agee – 405 208-6111 Mike Williams – 405 208-5589	Cell: Steve Agee – 405 919-9111 Mike Williams – 309 825-5845

REQUIRED READING MATERIALS:

Readings and class materials will be posted to the course folder online.

Course Description:

This course, Strategic Planning and Decision Making provides students with an understanding of the basic concepts and tools of strategic business management and explore the concept of strategic planning and how it relates to competitive advantage. Participants will experience different strategic tools to evaluate environmental threats and opportunities, identify organization strengths and weaknesses, and develop distinctive competencies as the catalyst for effective competitive advantage. Finally the concepts and guidelines for strategy execution and implementation are developed. Students will work through readings, class assignments, quizzes, and discussion items to explore and master the principles, tools, and skills inherent in strategic business management as they relate to the diverse enterprises within the Chickasaw Nation.

Class Participation and Grading:

Grades will be determined based on student performance in the following two areas:

Weekly Quizzes	40%
Weekly Application Assignments:	40%
Strategic Planning Application Project:	20%

A final “grade average” of 70% is required for passing.

For example, if you received an average of 88% for Quizzes, 85% for Application Assignments, and 92% for the Project, then your “grade average” would be:

$$(40\% * 88) + (40\% * 85) + (20\% * 92) = 87.6\%$$

Tentative Schedule

Week	Content	Activities
Week 1	<p>Introduction</p> <p>Strategy & Strategic Leadership in Dynamic Times</p> <p>Understanding the process and steps in adaptive Strategic Planning</p>	<p>View, study, and evaluate each of this week's videos</p> <p>Read, study and reflect on the readings assigned for this week</p> <p>Complete this week's quiz</p> <p>Complete the application assignment</p>
Week 2	<p>The role of Strategic Planning in the Chickasaw Nation and its Business & Entertainment Entities</p> <p>Situation Analysis:</p> <ul style="list-style-type: none"> • Assessing Internal Capabilities • Assessing External Opportunities & Challenges 	<p>View, study, and evaluate each of this week's videos</p> <p>Read, study and reflect on the readings assigned for this week</p> <p>Complete this week's quiz</p> <p>Complete the application assignment</p>
Week 3	<p>Strategic Planning applied within the Chickasaw Nation and its Business & Entertainment Entities</p> <p>Situation Analysis:</p> <ul style="list-style-type: none"> • Assessing Internal Capabilities • Assessing External Opportunities & Challenges <p>SWOT Analysis and Formulation</p>	<p>View, study, and evaluate each of this week's videos</p> <p>Read, study and reflect on the readings assigned for this week</p> <p>Complete this week's quiz</p> <p>Complete the application assignment</p>
Week 4	<p>Business Strategy Formulation</p> <p>Identifying Distinctive Competencies</p> <p>Developing Effective Competitive Advantage</p> <p>Executing & Implementing Business Strategy</p>	<p>View, study, and evaluate each of this week's videos</p> <p>Read, study and reflect on the readings assigned for this week</p> <p>Complete this week's quiz</p> <p>Complete the Strategic Planning Project</p>