



BMGT 2341.088 Strategic Management - Online

Course Syllabus: Fall 2026

“Northeast Texas Community College exists to provide personal, dynamic learning experiences empowering students to succeed.”

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Weekday	Office Hours
Monday	7:30 AM – 9:30 AM
Tuesday	7:30 AM – 9:30 AM
Wednesday	7:30 AM – 11:30 AM
Thursday	7:30 AM – 9:30 AM
Friday	Online

This syllabus serves as the documentation for all course policies and requirements, assignments, and instructor/student responsibilities.

Information relative to the delivery of the content contained in this syllabus is subject to change. Should that happen, the student will be notified.

Course Description:

Strategic management process, including analysis of how organizations develop and implement a strategy for achieving organizational objectives in a changing environment.

Prerequisite(s): None

Student Learning Outcomes:

1. Explain the processes involved in management strategy development.
2. Develop an organizational strategic management plan.

Evaluation/Grading Policy:

The breakdown of the course requirements is as follows:

Discussion Boards – 5 discussion boards (10 points each)	50 points
Quizzes – 12 quizzes (10 points each)	120 points
Closing Cases – 2 cases (15 points each)	30 points

Exams – 2 exams (100 points each)	200 points
Case Study Outline – 1 (40 points)	40 points
Case Study – 1 (160 points)	160 points

Total of 600 possible points.

Semester grades will be earned as follows

600 points – 540 points	A
539 points – 480 points	B
479 points – 420 points	C
419 points – 360 points	D
359 points and below	F

Tests/Exams:

Each exam will be completed electronically via Blackboard and is presented in multiple choice format.

Exam 1 covers Chapters 1-6

Exam 2 covers Chapters 7-12

Chapter Closing Cases: _

Students will read the two assigned Chapter Closing Cases and answer the Case Discussion Questions that follow the case. Students should submit the Case Discussion Questions in the Submission Box located within the assignment or attach as a Microsoft Word document. It is recommended to first save your answers in Word and copy and paste into the Submission Box. No late work will be accepted. See course calendar below for specifics.

Chapter Quizzes:

Chapter quizzes are worth 10 points each. Quizzes are completed electronically through Blackboard and are presented in multiple choice format. Students will have two attempts on each quiz, but the most recent grade, not the highest grade, will be considered for final grade calculations. No late work will be accepted. See course calendar below for specifics.

Discussion Boards:

To receive full credit for the discussion assignments a response as well as a comment on another student's post must be posted. If only an individual comment is posted (and a posting on a fellow classmate's is not made), then only half of the available points will be granted. No late work will be accepted. See course calendar below for specifics.

Case Study Outline:

Students are to submit a written outline of the case study. Students should use the template provided under the Case Study Outline link in Blackboard and replace all text in red font with the corresponding information. This outline will serve as a guide when completing the next assignment (Case Study Analysis). It is critical that students complete the outline and submit by the posted due date.

****RESPONSES UNDER EACH SECTION OF THIS ASSIGNMENT SHOULD BE PRESENTED IN A BULLETED LIST OR IN A**

BRIEF SENTENCE OR TWO. THOROUGH DISCUSSIONS OF THE TOPICS WILL BE PRESENTED IN THE NEXT ASSIGNMENT (CASE STUDY ANALYSIS)**

Case Study Analysis:

Students are to conduct a case study analysis over a specified case in the textbook. The case study analysis should be typed in Microsoft Word and submitted as an attachment under the assignment link in Blackboard. Students will need to utilize the template provided under the assignment link Blackboard. Students should also look closely at Analyzing a Case Study and Writing a Case Study Analysis (page C4-C11 of the textbook) that is provided as a student guide prior to submitting your analysis. The Case Study Rubric should also serve as a guide when completing this assignment. Submitted assignments will be evaluated according to depth of content, writing style, appearance, and the use of correct spelling, proper grammar, and proper source documentation. After evaluation by the professor, each student will receive a numeric grade. In past semesters, the most frequent reasons for low scoring papers were superficial coverage of the topic and inadequate source documentation. Papers received after the deadline will not be accepted. Your Case Study Analysis should follow the APA guidelines.

STUDENTS MUST SUBMIT A CASE STUDY ANALYSIS IN ORDER TO SUCCESSFULLY COMPLETE THE COURSE. IF A STUDENT DOES NOT SUBMIT A CASE STUDY ANALYSIS THAT MEETS THE ASSIGNMENT'S MINIMUM REQUIREMENTS, STUDENT WILL FAIL THE COURSE REGARDLESS OF POINTS EARNED. SUCCESSFUL COMPLETION OF THIS ASSIGNMENT CONFIRMS MASTERY OF THE COURSE OBJECTIVES.

Please remember that the case study should be your own work –plagiarism (taking someone else's work or ideas and passing them off as one's own) will NOT be tolerated. Copying from another source and using block quotations from another source is not representative of your own work. Credit will not be given for cut and paste papers with block quotations from another author's work.

Please review the college policy and the course syllabus for detail regarding academic honesty. Please use reputable internet websites; do NOT utilize any Wikipedia or comparable citations. Failure to include citations and references will result in an F. Late case studies will not be accepted.

Required Instructional Materials:

Strategic Management: Theory & Cases: An Integrated Approach, 14th Edition

Publisher: Cengage

ISBN Number: 978-0-357-71662-5

Optional Instructional Materials:

None.

Minimum Technology Requirements:

Daily high-speed internet access

Microsoft Word

Internet Browser

A mobile device can be used to access the course, but a personal computer is suggested to complete the quizzes, exams, discussions, responses, and case studies.

Required Computer Literacy Skills:

Basic computer usage skills

Email skills

Course Structure and Overview:

Several elements are essential for your success in this course. You will need to understand these fully prior to starting the course:

This course is presented as an online course and will involve a collaborative teaching/learning style utilizing simulated exercises, projects, and additional on-line instructional components as necessary.

1. All online course require extensive engagement (with other students, the instructor, and the course materials) as well as timely completion of assignments/quizzes. Assignments/quizzes are due weekly, and sometimes each day of the week (see course calendar for specific due dates). Thus, keeping up with the schedule is essential to your success. Your personal schedule must allow you to keep up with the due dates for the readings and other assignments. Late work is not allowed in this course, so you must plan your schedule carefully.
2. You must have continuous access to a working and dependable computer and Internet provider.
3. The following study sequence will maximize your chances for mastering each lesson in this course:
 - a. Read the lesson overview and learning objectives.
 - b. Read assigned material in the textbook or eBook.
 - c. Review the learning objectives.
 - d. Review the PowerPoint and take notes as needed (i.e., connected to lesson objectives.)
 - e. Complete and submit Blackboard quizzes. These will add points to your course grade.
 - f. Be sure to participate in the Discussion Questions as assigned by writing your original responses and posting peer replies. These will add points to your course grade.
 - g. Complete all assignments on time.
 - h. Be sure to contact your instructor when you have questions or need help.

Communications:

Email: Please check your NTCC email EVERY DAY. Email is the official form of communication used at NTCC. All emailed questions to the instructor will be responded to within 24 hours (Monday – Friday), but usually within a few hours when possible. My email address is kandrews@ntcc.edu

Phone: My office phone number is 903-434-8224; however, if you need immediate assistance, you may call my cell phone at 903-951-2180 (between the hours of 7:00 AM and 9:00 PM ONLY).

Announcements: These can be found in Blackboard under the Announcements tab. Please make sure you are reading any announcements thoroughly when posted.

Institutional/Course Policy:

All hybrid courses require extensive engagement (with other students, the instructor, and the course materials) as well as timely completion of assignments. Many assignments are due weekly. Thus, keeping up with the schedule is essential to your success. Your personal schedule must allow you to keep up with the due dates for the readings and other assignments. Late work is not allowed in this course, so you must plan your schedule carefully.

Blackboard will be used for file submission, but you will need to keep a copy of all work in case of error or file corruption.

You should check your NTCC email account daily. This email account will be the official form of communication for this course. A good suggestion is to set up your email on your phone so that you will not miss important messages about the course.

Late Work Policy:

The word “assignments” refers to all work that is submitted via Blackboard or presented in class. Students are to submit assignments on or before the stated due date/time. Late work is not accepted.

Attendance Policy:

Students are expected to attend class on a regular basis. Excessive absences (two consecutive weeks) may result in

the student being dropped from class or having their grade average reduced. Attempt will be made to contact you before this happens, but should an emergency arise, you need to contact your instructor by phone or email should you not be able to meet this requirement. Please see the schedule of classes for the last day to withdraw. Religious Holy Days: please refer to the current Northeast Texas Community College Student Handbook.

Withdrawal Policy/Date:

It is your responsibility to drop a course or withdraw from the college. If you stop attending the course without withdrawing, you will still receive a grade, whether passing or failing.

Alternate Operations During Campus Closure and/or Alternate Course Delivery Requirements:

In the event of an emergency or announced campus closure due to a natural disaster or pandemic, it may be necessary for Northeast Texas Community College to move to altered operations. During this time, Northeast Texas Community College may opt to continue delivery of instruction through methods that include, but are not limited to, online through the Blackboard Learning Management System, online conferencing, email messaging, and/or an alternate schedule. It is the responsibility of the student to monitor NTCC's website (<http://www.ntcc.edu/>) for instructions about continuing courses remotely, Blackboard for each class for course-specific communication, and NTCC email for important general information.

Additionally, there may be instances where a course may not be able to be continued in the same delivery format as it originates (face-to-face, fully online, live remote, or hybrid). Should this be the case, every effort will be made to continue instruction in an alternative delivery format. Students will be informed of any changes of this nature through email messaging and/or the Blackboard course site.

Statement Regarding the Use of Artificial Intelligence (AI) Technology:

Employees and students shall be permitted to explore artificial intelligence (AI) and implement its use in and out of the classroom in accordance with policy and administrative regulations. The use of AI shall only be as a support tool to enhance student outcomes or as necessary to engage in research and shall never take the place of faculty, staff, and student decision-making. Any use of AI must comply with law, policy, and administrative regulations relating to student and employee privacy and data security. A student shall only use AI tools with faculty permission and shall be expected to produce original work and properly credit sources, including AI tools used in creating the work.

Example:

APA (7th edition)

OpenAI. (2026). ChatGPT (March 25 version) [Large language model]. <https://chat.openai.com/>

MLA (9th edition)

OpenAI. ChatGPT. 25 Mar. 2026, <https://chat.openai.com/>.

Employees or students who use AI tools to deceptively harm, bully, or harass others shall be disciplined in accordance with policy. [See DH, DIA series, FFD series, FFE, FLB, and the FM series] AI Use by Employees and Students. Northeast Texas Community College 225500 TECHNOLOGY RESOURCES CRB ARTIFICIAL INTELLIGENCE (LOCAL) DATE ISSUED: 12/8/2025 1 of 1 UPDATE 50 CRB(LOCAL)-AJC Adopted: 12/16/2025

NTCC Academic Honesty/Ethics Statement:

NTCC upholds the highest standards of academic integrity. The college expects all students to engage in their academic pursuits in an honest manner that is beyond reproach using their intellect and resources designated as allowable by the course instructor. Students are responsible for addressing questions about allowable resources with the course instructor. Academic dishonesty such as cheating, plagiarism, and collusion is unacceptable and may result in disciplinary action. This course will follow the NTCC Academic Honesty and Academic Ethics policies stated in the Student Handbook. Refer to the student handbook for more information on these subjects.

ADA Statement:

It is the policy of NTCC to provide reasonable accommodation for qualified individuals who are students with disabilities. This College will adhere to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodation as required to afford equal educational opportunity. It is the student's responsibility to request accommodation. An appointment can be made with the Academic Advisor/Coordinator of Special Populations located in Student Services and can be reached at 903-434-8264. For more information and to obtain a copy of the Request for Accommodations, please refer to the special populations page on the NTCC website.

Family Educational Rights and Privacy Act (FERPA):

The Family Educational Rights and Privacy Act (FERPA) is a federal law that protects the privacy of student education records. The law applies to all schools that receive funds under an applicable program of the U.S. Department of Education. FERPA gives parents certain rights with respect to their children's educational records. These rights transfer to the student when he or she attends a school beyond the high school level. Students to whom the rights have transferred are considered "eligible students." In essence, a parent has no legal right to obtain information concerning the child's college records without the written consent of the student. In compliance with FERPA, information classified as "directory information" may be released to the general public without the written consent of the student unless the student makes a request in writing. Directory information is defined as: the student's name, permanent address and/or local address, telephone listing, dates of attendance, most recent previous education institution attended, other information including major, field of study, degrees, awards received, and participation in officially recognized activities/sports.

Tentative Course Schedule:

Week One, Aug. 24 – Aug. 30	Syllabus Acknowledgement Quiz Discussion Board 1 Response * Chapter 1 Quiz Sunday, Aug. 30 before 11:59 PM
Week Two, Aug. 31 – Sept. 6	Chapter 2 Quiz Discussion Board 2 Response* Chapter 2 Closing Case Sunday, Sep. 6 before 11:59 PM
Week Three, Sept. 7 – Sept. 13	Chapter 3 Quiz Discussion Board 3 Response * Sunday, Sept. 13 before 11:59 PM
Week Four, Sept. 14 - Sept. 20	Chapter 4 Quiz Sunday, Sept. 20 before 11:59 PM
Week Five, Sept. 21 – Sept. 27	Chapter 5 Quiz Sunday, Sept. 27 before 11:59 PM
Week Six, Sept. 28 – Oct. 4	Chapter 6 Quiz Sunday, Oct. 4 before 11:59 PM
Week Seven, Oct. 5 – Oct. 11	Exam 1 (Chapters 1-6) Sunday, Oct. 11 before 11:59 PM
Week Eight, Oct. 12- Oct. 18	Chapter 7 Quiz Sunday, Oct. 18 before 11:59 PM
Week Nine, Oct. 19 – Oct. 25	Chapter 8 Quiz Chapter 8 Closing Case** Sunday, Oct. 25 before 11:59 PM
Week Ten, Oct. 26 – Nov. 1	Chapter 9 Quiz Discussion 4 Response* Sunday, Nov. 1 before 11:59 PM
Week Eleven, Nov. 2 – Nov. 8	Chapter 10 Quiz Chapter 11 Quiz Discussion 5 Response* Sunday, Nov. 8 before 11:59 PM
Week Twelve, Nov. 9 – Nov. 15	Chapter 12 Quiz Case Study Outline** Sunday, Nov. 15 before 11:59 PM
Week Thirteen, Nov. 16 – Nov. 22	Exam 2 (Covers Chapters 7-12) Case Study Analysis Review Sunday, Nov. 22 before 11:59 PM
Week Fourteen, Nov. 23 – Nov. 29	Continue work on Case Study Analysis
Week Fifteen, Nov. 20 – Dec. 6	Case Study Analysis Sunday, Dec. 6 before 11:59 PM