**BT181**



**INTRODUCTION TO STRATEGIC PLANNING**

**Fall 2013**

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**Office Hours**: Office hours will be after class on Thursdays from 2-3 and will not be held if it is a day we don’t have class. Please also feel free to set up an appointment with me if this time doesn’t fit your schedule. When reaching me by email, please email me at the email address provided above (not through Moodle).

**Course Readings:**

There will be no textbook for this course but there will be readings. I will post these to Moodle throughout the semester.

**Course Website:**

We will be using moodle throughout the course. PowerPoint presentations, supplemental readings, and other materials will be posted there.

**Course Description:**

Most effective organizations are guided by effective strategic planning. This course will introduce you to how to lead strategic planning efforts. It will cover how to create strategic plans, and perform the analysis therein. The course will also teach you tools and techniques for facilitating an inclusive strategic planning process throughout the organization that is focused on getting organizational members contributing to strategic planning and committed to its results, thereby increasing the likelihood that the strategic plan is executed effectively.

**Learning Goals:**

**In this course, you will:**

1. gain an understanding of the fundamental concepts of strategic planning;
2. develop your communication and facilitation skills as it relates to leading others in the strategic planning process.
3. apply lessons learned to an actual strategic plan.

**Instructional Methods:**

Multiple methods will be used throughout the course including readings, lectures, class discussions and projects. Reading assignments provide a basis for both lectures and discussions and must be completed prior to class. The readings will introduce more concepts and tools than we can cover in our limited class time..

Each student brings unique insights, experiences, and perspectives to class. Thus, participation is an essential feature of the course. You will be called on to answer questions and to address issues. You should consider one another as additional and important catalysts for learning.

**Grading:**

Grading will be based upon your attendance, participation, homework assignments, and final team project. The percentage breakout of these components is indicated below. An average score of 60% or above will indicate passing grade, and below 60% will be a failing grade.

Item Weight

Team Project 40%

Team Member Evaluation 5%

Homework 25%

Class Participation & Attendance 30%

Total 100%

**Assignments:**

1. Team Project. Students will work in teams of 5-6 students to develop a strategic plan for an actual organization.
2. Team Member Evaluation: Team members will evaluate each other on how well the team members contributed to the team project as well to other team activities in the course. This evaluation will be conducted at the end of the semester and will count towards 5% of the final grade.
3. Homework: For most class periods, you will prepare brief homework assignments related to the topic covered that day. It might be finding a related news article that we will discuss or performing a short strategic planning exercise or assessment.
4. Class Participation & Attendance. Given this is only a 1-credit class, there are only 14 class periods and less than 14 contact hours. We want to make the most of this short time together. To do that, please make every effort to attend class. **If you have to miss class, you should inform me by email in advance of absences. Please include in the subject line that you will be missing class.** Please also come to class prepared and ready to participate by engaging in discussions, asking questions, etc. I also expect that students will behave well in class so as to not disrupt or disturb the learning process.

***Classroom Behavior Expectations***

***Please help everyone have a better classroom experience by adhering to the following professional standards of behavior:***

* Cell phones are to be turned off and completely out of sight during class time. (no texting!)
* No ipod, ipad or any other device may be used during class time.
* Computer usage is limited to when the instructor specifically says it is ok. Notes are to be taken by hand.
* Attention should be focused solely on the class.
* You are not permitted to engage in side discussions with other students.
* You are not permitted to leave the classroom before the end of class, without prior approval from the instructor.
* You are to arrive on time and be in your assigned seat at the beginning of class.

**Assignment Submission Requirements:**

I expect professional, high-quality work. Writing style, grammar, and spelling will be considered in determining your grades. Unless otherwise noted, all written assignments must be typed on a computer, double-spaced, with a 12-point font and one-inch margins.

All assignments must be submitted on or before the specified due date. I will only accept late assignments if it is discussed with me beforehand and I am not surprised. However, late penalties will be assessed for late assignments regardless of the reason and even with my prior approval. The late penalties are:

### Late Penalties:

1 -2 days late: 5% point deduction

3-5 days late: 10% point deduction

6-8 days late: 15% point deduction

9+ days late: 25% points deduction

*Under no circumstances will an assignment be accepted after the last official day of class. Any missing assignments when the class ends will receive a “0.”*

**Academic Honesty Policy:**

Enrollment into the undergraduate class of Stevens Institute of Technology signifies a student's commitment to the Honor System. It is the responsibility of each student to become acquainted with and to uphold the ideals set forth in the Honor System Constitution. Specific student responsibilities include:

* Maintaining honesty and fair play in all aspects of academic life at Stevens.
* Writing and signing the pledge, in full, on all submitted academic work.
* Reporting any suspected violations to an Honor Board member or to the Dean of Student Development.
* Cooperating with the Honor Board during investigations and hearings.

**Pledge of the Honor System**

The pledge signifies that the work submitted by a student is indeed his/her own. There is one designated pledge to be used for tests, homework assignments, lab reports, and computer projects. The pledge shall be written in full and signed by the student on all submitted academic work. Any references used (including texts, tutors, classmates, etc.) should be listed below the written pledge.

**"I pledge my honor that I have abided by the Stevens Honor System."**

**Changes to the Syllabus:**

This course syllabus is a general plan for the course; deviations announced to the class by the professor may be necessary.