Instructor: Dr. Mario Hayek  
E-mail: Mario.hayek@tamuc.edu  
Office phone: (903) 886-5703  
Office fax: (903) 886-5702  
Office: CBT 305  
Office hours: by appointment  

Course Description: This class involves the study of administrative processes and policy determination at the general managerial level which will be taught through assigned readings, applied homework, a business plan, a strategic audit, and the sharing of ideas and experiences with peers. This course is open to business majors only and should be taken during semester of graduation unless approved by department head and professor.

Course Objectives:
1. Understand the nature of competition and industries at an advanced level.
2. Understand how external forces such as social, political/legal, economic, and technological, influence strategic decision-making and firm performance.
3. Understand the sophisticated relationships among the functional areas of an organization (marketing, human resources, production, finance, and accounting) and how effective strategic planning requires a concerted effort among all functional areas.
4. Understand strategy research, including extensive use of the internet as a research tool.
5. Be able to systematically apply the strategic management model to the analysis of an ongoing enterprise, including industry, environmental, and firm assessments; firm, business, and functional strategic assessments; development and evaluation of strategic alternatives; and strategic implementation and control.


Communication: The main means of communication for this course will be via Email—I check my email several times per day. If you email me a question that I consider might benefit the rest of the class, I will email the question with a response to the entire class. I do not use all of the functions available on eCollege. Primarily, I will be posting slides and other learning aides in “Doc Sharing” and we will be conducting our discussions (see below) through the “discussion” space in eCollege. Also, you will be submitting your homework, business plan, and strategic audit via the “Drop Box” in eCollege.

Course Grading:
- Discussions (4): 10%
- Homework (2): 20%
- Exam I: 15%
- Exam II: 15%
- Business Plan: 20%
- Strategic Audit: 20%

General Guideline for Assignments: All assignments (homework, business plan, and strategic audit) are to be done in teams of 3-5 members and handed in via the dropbox in eCollege. You only need to hand-in one assignment for all the individuals on the team—in other words, each team member does not have to hand-in the assignment as I will give grades to all those whose names appear on the received document. The same team
members need NOT be on all assignments—you may have different team composition for the different assignments. The following formatting guidelines for all written assignments should be used: typed using 12-point Times New Roman font, double spaced, one-inch margins all around, page numbering on bottom of page, no header or footer, and student name, assignment information, and date in upper left-hand corner.

Discussions
During the course of the semester, I will post discussion questions under “discussion” in eCollege hoping to accomplish two objectives: 1) stimulate you to reflect on how concepts covered in the text are applied in the organizations where you work and 2) offer you the opportunity to learn how these concepts are being applied in other organizations (i.e. those of your peers). If you have limited experience or have not had personal exposure to a particular concept being covered, you are still expected to contribute to the discussion by asking thought provoking questions to your peers and offering insightful comments based on the discussion at hand. The key to quality discussions is the value-added insights you offer to the discussion. Therefore, your grade will be based on the degree to which you contribute to the discussion through insightful comments (i.e. simply stating “I think so to” is not considered insightful). Please keep in mind that I will only consider your postings that are entered no later than 2 full days after the established date for the discussions on the syllabus. For example, if the date for the discussion on the syllabus shows for Friday the 7th, you will have until midnight of Friday the 9th to post your comments. The purpose of having a two day window is to keep us all on the same topic during a given timeframe. This will also allow you sufficient time to read the posts by your peers and engage in a meaningful discussion and sharing of thoughts, ideas and insights.

Homework assignments
1) The first homework involves selecting a firm of your choice (other than the firm for your strategic audit), and conducting a STEEP analysis (see page 101) and industry analysis (see page 110) for the environment and industry to which the firm belongs. Specifically, I want you to first offer a brief introduction of the company including the company history and brief industry overview followed by an in-depth analysis of how environmental variables and industry forces impact the firm. The objective of this homework is to make you more aware of how environmental trends and industry forces need to be considered when elaborating a strategic plan/audit. This homework will be graded based on the identification of the relevant variables, and the in-depth analysis of those variables including their trends and their impact on the firm.

2) The second homework involves selecting a firm of your choice (other than the firm you plan to use for your strategic audit or used in homework 1) and creating a TOWS matrix (see page 182 and chapter 12 for additional information). Specifically, I want you to offer a brief introduction of the company including the company history and brief industry overview followed by a SWOT analysis (not just bulleted points) and potential strategies that the firm could take to capitalize on opportunities and strengths while protecting itself from threats and weaknesses. This homework will be graded based on the level of detail of the SWOT analysis and the depth and logic of your insight regarding strategies the firm should pursue.

Business Plan
The purpose of this assignment is to offer you the opportunity to analyze your immediate environment and exercise your creativity and ability to discover and exploit opportunities by using strategic management concepts. This assignment differs from the strategic audit in that it requires a more detailed knowledge of specific business characteristics that are typically not available when analyzing the larger firms (i.e. cost of square foot to rent a commercial property, the cost of importing a specific product, the cost of flyers or an ad in the local paper). Also, I find that constraining oneself to a new business places a limit on the budget (i.e. bootstrapping) that can realistically be used to implement a plan. For example, when analyzing a case or performing a strategic audit on a large company (e.g. Apple), your budget is almost infinite—this is not the case with new ventures. The plan will be graded based upon creativity, timeliness, specificity, depth and breadth of analyses, and SUPPORT for your business idea, as well as your team members rating of your contribution. Please refer to the attached business plan outline for the structure of your business plan.
Strategic Audit
The purpose of this exercise is to analyze a large corporation and its environments and apply strategic management concepts to find insightful strategic options for this firm. Based on an existing corporation, your team will prepare a written strategic analysis applying strategic management concepts. This will be a team project and the firm and industry will be negotiated once the make up of the class is established. The audit will be graded based upon timeliness, specificity, depth and breadth of analyses, and SUPPORT for your recommendations, as well as your team members rating of your contribution. Please refer to Strategic Audit of a Corporation in Appendix 1.A on pages 34-41. You should use this outline as a guide for your project. You may also want to refer to chapter 12 for additional guidance.

Students with Disabilities: The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please contact the Office of Student Disability Resources and Services, Texas A&M-Commerce, Gee Library, Room 132 – Phone (903) 886-5150 or (903) 886-5835 – Fax (903) 468-8148 – StudentDisabilityServices@tamu-commerce.edu

Code of Student Conduct: All students will follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. See Student’s Handbook, Rules, and Procedures, Code of Student Conduct http://www.tamu-commerce.edu/studentlife/guidebook67.pdf. College of Business professors do not tolerate plagiarism and other forms of academic dishonesty. Instructors “are expected to uphold and support student integrity and honesty by maintaining conditions that encourage and enforce academic honesty. Conduct that violates generally accepted standards of academic honesty is ”Academic dishonesty." It includes, but is not limited to, plagiarism (the appropriation or stealing of the ideas or words of another and passing them off as one’s own), cheating on exams or other course assignments, collusion (the unauthorized collaboration with others in preparing course assignments), and abuse (destruction, defacing, or removal) of resource material.” See 13.99.99.R0.10 Academic Honesty at http://www.tamuCommerce.edu/administration/Rules%26Procedures/rules_procedures.asp?RID=97. In accordance with the Texas A&M University-Commerce Code of Student Conduct Section 5.b [1, 2, 3], the penalties for students guilty of academic dishonesty include disciplinary probation, suspension, and expulsion. Also, you will receive an “F” for this course.

Course Schedule

August

Week 1 Friday 31: Read Chapter 1: Basic Concepts in Strategic Management
- Please introduce yourselves to the rest of the class using “virtual office”
- Participate in discussion 1

September

Week 2 Friday 7: Read Chapter 2: Corporate Governance
- Participate in Discussion 2.
- Due: List of group members and corporation name to be used for Strategic Audit group project.

Week 3 Friday 14: Read Chapter 3: Social Responsibility and Ethics in Management
- Due: List of group members and new venture idea to be used in the business plan.

Week 4 Friday 21: Read Chapter 4: Environmental Scanning and Industry Analysis
Week 5 Friday 28: Read Chapter 5: Internal Scanning: Organizational Analysis  
**Due:** Homework 1: environmental scanning and industry analysis

**October**

Week 6 Friday 5: Exam I: Chapters 1-5 Part ONE: Introduction to Strategic Management and Business Policy; and Part TWO: Scanning the Environment

Week 7 Friday 12: Read Chapter 6: Strategy Formulation: Situation Analysis and Business Strategy

Week 8 Friday 19: Read Chapter 7: Strategy Formulation: Corporate Strategy  
**Due:** Homework 2: creation of TOWS matrix

Week 9 Friday 26: Read Chapter 8: Strategy Formulation: Functional Strategy and Strategic Choice  
• Participate in Discussion 3.

**November**

Week 10 Friday 2: Read Chapter 9: Strategy Implementation: Organizing for Action

Week 11 Friday 9: **Due:** Business Plan

Week 12 Friday 16: Read Chapter 10: Strategy Implementation: Staffing and Directing

Week 13 Friday 23: Read Chapter 11: Evaluation and Control  
• Participate in Discussion 4.

Week 14 Friday 30: Exam II: Chapters 6-11 Part THREE: Strategy Formulation; and Part FOUR: Strategy Implementation and Control

**December**

Week 15 Friday 7: Work on strategic audit

Week 16 Friday 14 (last day of class): **Due:** Strategic Audit
<table>
<thead>
<tr>
<th>Homework 1 (5-10 pages)</th>
<th>Far Exceeds Standards</th>
<th>Exceeds Standards</th>
<th>Meets Standards</th>
<th>Fails to Meet Standards</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Company History &amp; Industry Overview (10%)</strong></td>
<td>Clearly explains the history of the firm and how it has changed over time. Also, explains specific industry trends over the past few years.</td>
<td>Clearly explains the history of the firm and how it has changed over time. Also broadly explains industry trends.</td>
<td>Somewhat explains the general history of the firm and how it has changed over time. Also broadly explains industry trends.</td>
<td>Fails to explain the history of the firm or how it has changed over time. Also fails to explain industry trends.</td>
</tr>
<tr>
<td><strong>Environmental scanning: variable identification (20%)</strong></td>
<td>Identifies and evaluates all of the most critical environmental variables clearly (five or more) and with supported rationale statements as to why each variable was included.</td>
<td>Identifies and evaluates all of the most critical environmental variables (at least four or five) with rationale statements as to why each variable was included.</td>
<td>Identifies and evaluates some critical environmental variables (two or three) with some indication of rationale as to why each variable was included.</td>
<td>Identifies an environmental variables and/or provides no rationale as to why the variable was included.</td>
</tr>
<tr>
<td><strong>Environmental scanning: variable trends (20%)</strong></td>
<td>Evaluates the previously identified variable trends in detail and provides specific insights as to potential extensions of the trends of each variable into the future (3-5 years).</td>
<td>Evaluates the previously identified variable trends and provides insights as to potential extensions of the trends of each variable into the future (3-5 years).</td>
<td>Evaluates the previously identified variable trends in general terms and provides broad ideas as to potential extensions of the trends of each variable into the future.</td>
<td>Provides an extremely weak evaluation of the variable trends and offers no insight as to future trends.</td>
</tr>
<tr>
<td><strong>Environmental scanning: impact of trends on organization (20%)</strong></td>
<td>Articulates and persuasively defends the potential impact that the trends of the variables in the future may impact the organization.</td>
<td>Articulates and defends the potential impact that the trends of the variables in the future may impact the organization.</td>
<td>Articulates and somewhat defends the potential impact that the trends of the variables in the future may impact the organization.</td>
<td>Is not able to articulate and/or persuasively defend the potential impact that the trends of the variables in the future may impact the organization.</td>
</tr>
</tbody>
</table>
### Industry analysis (20%)
The text identifies six forces driving industry competition. Analyze how each of the six forces influences competition within the industry of your company.

- **Explain in detail how each force influences industry competition for the selected firm.**
  - Score: (30)
- **Explain in some detail how each force influences industry competition for the selected firm.**
  - Score: (24)
- **Explain in little detail how each force influences industry competition for the selected firm.**
  - Score: (21)
- **Does not explain how each force influences industry competition for the selected firm.**
  - Score: (18)

### Peer evaluation (10%)
I expect that all members of a team will put forth relatively the same amount of effort towards the homework. In order to secure equity, I want each member to rate the other members on a scale from 1-4 with 4 being the highest score for exceptional work and collaboration.

- **The peer performed exceptional work, eagerly collaborated on the homework and delivered what was agreed upon.**
  - Score: (10)
- **The peer performed good work, collaborated on the homework and delivered what was agreed upon.**
  - Score: (8)
- **The peer performed average work, on occasion collaborated on the homework and delivered less than what was agreed upon.**
  - Score: (7)
- **The peer performed mediocre work, did not collaborate on the homework and did not deliver what was agreed upon.**
  - Score: (6)
<table>
<thead>
<tr>
<th>Homework 2 (5-10 pages)</th>
<th>Far Exceeds Standards</th>
<th>Exceeds Standards</th>
<th>Meets Standards</th>
<th>Fails to Meet Standards</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Company History &amp; Industry Overview (20%)</strong></td>
<td>Clearly explains the history of the firm and how it has changed over time. Also, explains specific industry trends over the past few years. (20)</td>
<td>Clearly explains the history of the firm and how it has changed over time. Also broadly explains industry trends. (16)</td>
<td>Somewhat explains the general history of the firm and how it has changed over time. Also broadly explains industry trends. (14)</td>
<td>Fails to explain the history of the firm or how it has changed over time. Also fails to explain industry trends. (12)</td>
</tr>
<tr>
<td><strong>SWOT analysis (35%)</strong></td>
<td>Specifically (and correctly) identifies strengths, weaknesses opportunities, and threats (7-10 for each category). (35)</td>
<td>Specifically (and correctly) identifies strengths, weaknesses opportunities, and threats (4-6 for each category). (28)</td>
<td>Vaguely identifies and correctly distinguishes between strengths, weaknesses opportunities, and threats (3-5 for each category). (24)</td>
<td>Not able to (and incorrectly) identify or distinguish between strengths, weaknesses opportunities, and threats. (21)</td>
</tr>
<tr>
<td><strong>Potential strategies (35%)</strong></td>
<td>Creatively and insightfully generates SO, WO, ST, and WT (see pages 182-185 of text) strategies and convincingly defends the suggested strategies. (45)</td>
<td>Offers solid SO, WO, ST, and WT (see pages 182-185 of text) strategies and defends the suggested strategies. (36)</td>
<td>Generates SO, WO, ST, and WT (see pages 182-185 of text) strategies and somewhat is able to defend the suggested strategies. (31)</td>
<td>Offers weak SO, WO, ST, and WT (see pages 182-185 of text) strategies and is not able to defend the suggested strategies. (27)</td>
</tr>
<tr>
<td><strong>Peer evaluation (10%)</strong></td>
<td>The peer performed exceptional work, eagerly collaborated on the homework and delivered was agreed upon. (10)</td>
<td>The peer performed good work, collaborated on the homework and delivered what was agreed upon. (8)</td>
<td>The peer performed average work, on occasion collaborated on the homework and delivered less than what was agreed upon. (7)</td>
<td>The peer performed mediocre work, did not collaborate on the homework and did not deliver what was agreed upon. (6)</td>
</tr>
<tr>
<td>Business Plan</td>
<td>Far Exceeds Standards</td>
<td>Exceeds Standards</td>
<td>Meets Standards</td>
<td>Fails to Meet Standards</td>
</tr>
<tr>
<td>--------------</td>
<td>-----------------------</td>
<td>-------------------</td>
<td>----------------</td>
<td>-------------------------</td>
</tr>
</tbody>
</table>
| **Executive Summary (10%)**
A compelling new venture concept should be sold in just a few summarized pages. Rarely will an investor read past the executive summary unless a clear opportunity is presented. | Is able to articulate the new venture opportunity and present a highly convincing argument for the success of the new venture. | Is able to articulate the new venture opportunity and present a highly convincing argument for the success of the new venture. | Is able to articulate the new venture opportunity and present a highly convincing argument for the success of the new venture. | Is able to articulate the new venture opportunity and present a highly convincing argument for the success of the new venture. |
| **The Team (5%)**
“It’s better to have an A team and a B idea than a B team and an A idea”. Explain how the team members will contribute to the success of the new venture. | Detail how each member’s competencies individually and collectively enhance the probability of the new venture success. | Detail how each member’s competencies individually and collectively enhance the probability of the new venture success. | Roughly explains how general competencies individually and/or collectively enhance the probability of the new venture success. | Is not able to explain how each member’s competencies individually and/or collectively enhance the probability of the new venture success. |
| **Market analysis (20%)**
The overall analysis should include an industry analysis, a detail of the target market, a SWOT analysis, and an analysis of the competitors strategies (marketing P’s). | Detailed analysis of the industry and future trends, the target market and their profile, a SWOT analysis, and a detailed analysis of the main competitors strategies (the P’s of the most direct 5-7 competitors). | Detailed analysis of the industry and future trends, the target market and their profile, a SWOT analysis, and a detailed analysis of the main competitors strategies (the P’s of the most direct 5-7 competitors). | Detailed analysis of the industry and future trends, the target market and their profile, a SWOT analysis, and a detailed analysis of the main competitors strategies (the P’s of the most direct 5-7 competitors). | Weak/ vague analysis of the industry and future trends, the target market and their profile, a SWOT analysis, and a detailed analysis of the main competitors strategies (the P’s of the most direct 5-7 competitors). |
| **Marketing Plan (20%)**
The marketing plan should include the mission, vision, objectives (specific), and the P’s. | Very detailed and extremely cohesive strategy of product, price, promotion, and place (dist. / location). | Detailed and cohesive strategy of product, price, promotion, and place (dist. / location). | Broad and somewhat integrated strategy of product, price, promotion, and place (dist. / location) strategy | Vague and non-integrated strategy of product, price, promotion, and place (dist. / location). |
| **Manufacturing and operations plan (10%)**
The successful manufacturing of a product or offering of a service requires a detailed analysis of the product/service being offered, the infrastructure required to manufacture the product or offer the service, the specific equipment needed, and a detail of the production plan or sequence of the service. | Very detailed explanation of the manufacturing process and/or the offering of the service. Specific details of required infrastructure and equipment, a list of providers/suppliers and a specific explanation of the production process or sequence of the service. | Detailed explanation of the manufacturing process and/or the offering of the service. Include details of required infrastructure and equipment, a list of providers/suppliers and an explanation of the production process or sequence of the service. | Explanation of the manufacturing process and/or the offering of the service. General infrastructure requirements and equipment, a list of providers/suppliers and a broad explanation of the production process or sequence of the service. | Vague explanation of the manufacturing process and/or the offering of the service. |
<table>
<thead>
<tr>
<th>Financial Analysis (20%)</th>
<th>Critical Risks (5%)</th>
<th>Peer evaluation (10%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>In order to financially assess a venture, it is important to accurately calculate the initial investment required, a break-even point, pro-forma cash flows, and the return on investment.</td>
<td>Every new venture has risks that may hinder its success or lead to its demise. Therefore, it is important to identify these risks in order to establish mitigation and contingency plans.</td>
<td>I expect that all members of a team will put forth relatively the same amount of effort towards the homework. In order to secure equity, I want each member to rate the other members on a scale from 1-4 with 4 being the highest score for exceptional work and collaboration.</td>
</tr>
<tr>
<td>Detailed, break-down of initial investments, break-even point, pro-forma income statement, balance sheet, and cash flow (monthly for the first year and yearly for the first 3 years), and ROI. Also includes justifications for capital structure and expected dividend payout.</td>
<td>Detail the risks (7-10) that may cause problems for the success for the venture and what you can do to mitigate those risks as well as establish contingency plans to be implemented if need be.</td>
<td>The peer performed exceptional work, eagerly collaborated on the business plan and delivered what was agreed upon.</td>
</tr>
<tr>
<td>Break-down of initial investments, break-even point, pro-forma income statement, balance sheet, and cash flow (monthly for the first year and yearly for the first 3 years), and ROI. Also includes justifications for capital structure and expected dividend payout.</td>
<td>Detail the risks (4-7) that may cause problems for the success for the venture and what you can do to mitigate those risks as well as establish contingency plans to be implemented if need be.</td>
<td>The peer performed good work, collaborated on the business plan and delivered what was agreed upon.</td>
</tr>
<tr>
<td>Broad categorization of initial investments, break-even point, pro-forma income statement, balance sheet, and cash flow (for the first 3 years), and ROI. Also includes justifications for capital structure and expected dividend payout.</td>
<td>Detail the risks (1-3) that may cause problems for the success for the venture and what you can do to mitigate those risks as well as establish contingency plans to be implemented if need be.</td>
<td>The peer performed average work, on occasion collaborated on the business plan and delivered less than what was agreed upon.</td>
</tr>
<tr>
<td>Very vague expected investments and returns.</td>
<td>Fails to consider the risks that may cause problems for the success for the venture.</td>
<td>The peer performed mediocre work, did not collaborate on the business plan and did not deliver what was agreed upon.</td>
</tr>
</tbody>
</table>

Scores:
- Financial Analysis: 20%
- Critical Risks: 5%
- Peer evaluation: 10%
Business Plan

Executive Summary
The team: Who are they, experience, the role of each, and percent ownership?

The product/service: What are you offering (characteristics) and benefits (differentiation)?

The opportunity: Why do you believe there is an existing demand for the product/service you are offering?

The offer: How much investment is needed, what percent is being offered, how much debt will the firm have, what is the expected ROI?

The Team
Resume: Each member should have an attached resume.

Organizational structure: Who is reporting to whom?

Assignment responsibility matrix: Who will be in charge of what aspect of the business plan implementation?

Market analysis (environmental and internal scanning)
Industry analysis: What are the industry tendencies; is the industry growing or contracting? What is the industry size?

Target market: Who is our product/service targeted towards? Why would they purchase what we have to offer? Why will they give-up their current provider?

Competition analysis: Who are the competitors? What are their strengths and weaknesses? What are their strategies (their ‘P’s’)?

SWOT analysis: Identify the strengths, weaknesses, opportunities and threats. Be as honest as possible. Is your strengths list a lot longer than your weaknesses list?

Marketing Plan
Mission: What is the purpose of your business?

Vision: Where do you see your firm in roughly five years?

Objectives: What specific goals have you established regarding, growth, quality etc.? Are they SMART (specific, measurable, attainable, realistic and time-bound)?

Product: What are your product/service characteristics?

Price: What price will we establish and why? Will we offer discounts or not? Should we group price or charge tag-on an additional charges (ex. should food or luggage in airlines be included or charged separately)?

Publicity: What strategy will we use? What mediums will we use (TV, radio, newspaper, magazines etc.) as well as the frequency and cost of each?

Location: What location will we choose and why? Did you perform a cost/benefit analysis?

Distribution: How will we reach the final client? Wholesale, retail, internet…?
Manufacturing and operations plan

The product: Does your product have technical specifications? Does it need a patent? Will there be waste? What are the required materials for manufacturing and who are the potential suppliers? Costs?

Infrastructure/ Facilities: Where will you manufacture and what are the benefits of the location? What technical requirements does the facility need? Size? Cost?

Equipment: What equipment is needed and what are the technical specifications?

Production plan: Is it useful to have a flow diagram of the entire process from once an order is placed through production and finally reaching the client?

Financial Analysis

Investment: What will be invested in and how much will be invested? Don’t forget that the initial investment should take into account assets, operational losses and working capital. Keep your eye on details for example permits, deposits (ex. rent), salaries pre-inauguration, transportation etc.

Break-even point: What are the fixed costs, variable costs and sales price? How many units do you need to sell to have a cash flow of $0. Perform a sensitivity analysis to analyze how the BEP will change under different conditions.

Cash flow: This is the most important financial statement. In order to project a cash flow, you may first need to project the income statements and balance sheets. What will your monthly cash flow be like during the first year and then yearly for the next two years?

Return on Investment: What ROI do you expect? Is it worth the risk?

Critical Risks

What possibly could happen that could significantly impact the potential success of this business? Can you create a mitigation plan for these risks? Can you create a contingency plan for these risks?
<table>
<thead>
<tr>
<th>Strategic Audit</th>
<th>Exceeds Standards</th>
<th>Meets Minimum Standards</th>
<th>Fails to Meet Standards</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Introduction to the Organization (I)</strong> - History of the Company &amp; Current Status – 3 points</td>
<td>Includes essential material in this section. Any additional material is in an appendix. 3 points</td>
<td>Includes essential material in this section. Any additional material is in an appendix. 2 or 3 points</td>
<td>Essential material not included. 0 to 1 point</td>
</tr>
<tr>
<td><strong>Identification of Industry &amp; competitors (II)</strong> (2 points)</td>
<td>Lists and briefly discusses industry(ies) in which organization competes &amp; its competitors – 2 points</td>
<td>Lists and briefly discusses industry(ies) in which organization competes &amp; its competitors – 2 points</td>
<td>Fails to address industry(ies) in which organization competes and/or its competition. 0 to 1 point</td>
</tr>
<tr>
<td><strong>Analysis of the Industry (III)</strong> Strategic group, Porter’s 5 Forces, Industry CSF’s, &amp; Successful &amp; Failed Organizations - 10 points</td>
<td>Analyzes organization’s strategic group(s), critical success factors for industry, &amp; lists successful &amp; failed organizations. Discusses Porter’s 5 Forces &amp; provides an in-depth analysis for industry &amp; organization. 9-10 pts</td>
<td>Meets the basic criteria for this Outline Item, but fails to demonstrate knowledge of theories needed to address some of the requirements. – 7 or 8 points</td>
<td>Meets some of the basic criteria for this Outline Item, but fails to demonstrate knowledge of theories needed to address most of the requirements. – 0 to 6 points</td>
</tr>
<tr>
<td><strong>Analysis of Macro-Environment (IV)</strong> Political, Economic, Social, and Technological forces – Threats &amp; Opportunities facing the organization - 10 points</td>
<td>Demonstrates knowledge of, &amp; capability to apply, theories and tools in the analysis of Macro-Environment (e.g., Political, Economic, Social, and Technological forces). Also identifies the threats and opportunities facing the organization. 9-10 points</td>
<td>Meets basic criteria for this Outline Item. Fails to demonstrate knowledge of, or ability to use, theories &amp; tools needed to analyze Macro-Environment. May not identify some threats and/or opportunities facing the organization. – 7 - 8 points</td>
<td>Meets some of the basic criteria for this Outline Item, but fails to demonstrate knowledge of theories needed to address most of the requirements – 0 – 6 points</td>
</tr>
<tr>
<td><strong>Analysis of Organization - Measurement and control system (V)</strong> - Current financial position - Use financial analysis tools - Compare with competitors and standards. List KPI’s (Key Performance Indicators) – 10 points.</td>
<td>Applies financial analysis theories and tools to determine organization’s current financial position &amp; compares it with competitors and standards. Discusses its measurement and control system &amp; KPI’s – 9-10 points</td>
<td>Meets basic criteria for this Outline Item. Fails to demonstrate knowledge of, and/or capability to apply, financial analysis theories &amp; tools and/or fails to compare it with competitors and standards – 7-8 points.</td>
<td>Meets some of the basic criteria for this Outline Item, but fails to demonstrate knowledge of, or capability to apply, theories &amp; tools needed to address most of the requirements – 0 – 6 points</td>
</tr>
<tr>
<td><strong>Analysis of Organization (VI)</strong> – Mission, Vision, Core Values, Operating Guidelines, Core Competencies, Goals - 10 pts.</td>
<td>Demonstrates knowledge and capability to apply theories and tools in the analysis of the organization in terms of its mission, vision, core values, operating guidelines, and core competencies – 9-10 points.</td>
<td>Meets the basic criteria for this Outline Item, but fails to demonstrate knowledge of, or capability to apply, theories needed to address some of the requirements – 7-8 points.</td>
<td>Meets some of the basic criteria for this Outline Item, but fails to demonstrate knowledge of theories needed to address most of the requirements – 0 – 6 points</td>
</tr>
<tr>
<td><strong>Analysis of Organization (VII)</strong> – Current Strategies, Alignment with goals. Compares with competition. Completes SWOT analysis and Gap analysis for organization. Suggest strategies. Evaluates strategies –20 points</td>
<td>Demonstrates knowledge of, and capability to apply, theories &amp; tools in analysis of organization (current strategies, alignment of strategies with goals, competition). Uses SWOT &amp; Gap analyses. Suggests strategies &amp; evaluates each of them - 17-20 points.</td>
<td>Meets the basic criteria for this Outline Item, but fails to demonstrate knowledge of, or capability to apply, theories needed to address some of the requirements – 12-16 points.</td>
<td>Meets some basic criteria for this Outline Item. Fails to demonstrate knowledge of theories needed to address most of the requirements – 0 – 11 points.</td>
</tr>
<tr>
<td><strong>Analysis of Organization (VIII)</strong> – Functional Strategies (10 pts)</td>
<td>Marketing, Finance, Operations, Purchasing, Human Resources, Information Systems Strategies and their alignment – 9-10 pts.</td>
<td>Meets basic criteria. Fails to demonstrate knowledge of, or ability to apply, theories needed to address requirements – 6-8 pts.</td>
<td>Fails to demonstrate knowledge of, &amp; ability to apply, theories needed for most requirements - 0-5 pts.</td>
</tr>
<tr>
<td><strong>Analysis organization’s improvement initiatives &amp; standards (IX)</strong> – 10 points</td>
<td>Analyzes current &amp; previous improvement initiatives &amp; standards &amp;</td>
<td>Meets basic criteria for Outline Item. Fails to address some requirements – 6-</td>
<td>Fails to address most of the Item Requirements - 0-5 points.</td>
</tr>
<tr>
<td>Conclusion and Future of Organization (X) – 5 points</td>
<td>8 points.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>---</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Addresses expected results &amp; organization’s potential for future success – 5 points</td>
<td>Meets basic criteria for Outline Item. Fails to address some requirements – 3-4 pts.</td>
<td>Fails to address most of the Item Requirements – 0-2 points</td>
<td></td>
</tr>
</tbody>
</table>

**Peer evaluation (10-points)**
I expect that all members of a team will put forth relatively the same amount of effort towards the homework. In order to secure equity, I want each member to rate the other members on a scale from 1-4 with 4 being the highest score for exceptional work and collaboration.

| The peer performed exceptional work, eagerly collaborated on the business plan and delivered was agreed upon– 10 points | The peer performed good work, collaborated on the business plan and delivered what was agreed upon– 9-10 pts. | The peer performed average work, on occasion collaborated on the business plan and delivered less than what was agreed upon– 6-8 pts. | The peer performed mediocre work, did not collaborate on the business plan and did not deliver what was agreed upon. - 0-5 pts. |

**Scoring Key:**

- Far Exceeds Standards = 90 – 100
- Exceeds Standards = 80 – 89
- Meets Standards = 70 - 79
- Fails to Meet Standards = < 70
Strategic Audit

I. Introduction to the Organization - History of the Company & Current Status
   A. When was the organization founded, why and by whom?
   B. Discuss unusual history associated with the organization.
   C. Is it privately or publicly held?
   D. Other information?

II. Identification of the Industry and the Competitors -- Industry definition is necessary so that competitors can be identified; macro-environmental forces that affect the organization and its industry can be assessed, and the organization’s relative strengths and weaknesses can be compared to other organizations within the industry.

III. Analysis of the Industry
   A. Strategic Group(s) in which the company exists and competitors in it/them.
   B. Intensity of rivalry among existing competitors (Use Porters 5 Forces for B,C,D,E, & F)
   C. Threat of new competitors entering the industry
   D. Threat of substitute products or services
   E. Bargaining power of buyers
   F. Bargaining power of suppliers
   G. Potential Profitability of the Industry - What organizations have succeeded and failed in the industry and why?
   H. What are the Critical Success Factors for the industry?

IV. Analysis of the Macro-Environment
   A. What political/legal forces affect the industry?
   B. What economic forces affect the industry?
   C. What social forces affect the industry?
   D. What technological forces affect the industry?
   E. What are the threats and opportunities facing the organization?

V. What is the organization’s measurement and control system?
   A. Current financial position - Is the organization financially sound?
   B. Compare with competitors and standards.
   C. Use financial analysis tools.
   D. What are the organization’s Key Performance Indicators (KPI’s)?

VI. Analysis of the Organization (Mission, Vision, Core Values, Operating Guidelines, Core Competencies, Goals)
   A. What is the mission of the organization? Has the mission changed over time?
   B. What is the vision of the organization? Has the vision changed over time?
   C. What are the organizations core values and operating guidelines?
   D. What are the organization’s core competencies? How are they unique?
   E. What are the organization’s broad and specific goals?

VII. Analysis of the Organization – Organization-Level and Business Unit Strategies
   A. What are the current organization-level strategies? Business unit strategies?
   B. How are the strategies aligned with the goals?
   C. Compare this organization’s strategies with those of competitors.
   D. Use SWOT analysis and Gap analysis to suggest strategies.
   E. Evaluate strategies (advantages & disadvantages of each strategy).
   F. Key performance indicators (KPI’s)

VIII. Analysis of the Organization – Functional Strategies
   B. How well are the functional strategies aligned?

IX. Analyze organization’s improvement/change initiatives (e.g., Six Sigma, SQM, TQM, Lean Manufacturing, JIT, Process Reengineering, High Performance Work Teams, Assessment using Malcolm Baldrige National Quality Award Criteria, ISO 9000, ISO 14000, Benchmarking, Balanced Scorecard, etc.)
   A. Previous & current impact/success of improvement initiatives.
   B. Alignment of improvement initiatives and integration into strategic management of the organization.
   C. Comparison of improvement initiatives with other organizations within and outside the industry.

X. Conclusion and Future of Organization
   A. Comment about the organization’s profile for future competitiveness and success.
   B. What does the organization have to do right to succeed (organization’s Critical Success Factors)?
   C. What are the expected results in terms of short-and long-term profitability and survival?