



**Group Written Case Analysis:** You will work as a part of a team to prepare a detailed case analysis. You are expected to participate fully in your team to develop the analysis and its corresponding report. During the last class period, team members will evaluate one another on their contributions to the group case analysis. If you let down your team members, **it will have a significant impact on your team case grade**, as I reserve the right to lower individual team members' grades on the case when there is a lack of meaningful participation or contribution.

**Written:** Your group will turn in a written case analysis at the **beginning** of the **Monday, October 19, 2009** class session. The case analysis should be typed, double-spaced with appropriate subheadings, figures, tables, exhibits, citations, references, and page numbers. Analyses should have a professional appearance and be bound or in a cover. Analyses turned in after the beginning of class, but before the end of class are late and will have 10% deducted from the final grade. Analyses not received by the end of the last class period will NOT be accepted and will receive a grade of zero. Analyses with excessive type-os, grammatical, punctuation, spelling and other errors are subject to a loss of 25% of the final grade. See Case Analysis Guidelines handout for the method of evaluation.

*In addition to the hardcopy referenced above, your group must also submit the plan electronically by the beginning of class on the due date via the Blackboard dropbox.*

**Homework:** Homework assignments must be completed on an individual basis. **All assignments are due via the Blackboard drop box by the BEGINNING of the class period for which they are assigned.** Late assignments will not be accepted and will receive a zero. Assignments are available on Blackboard and will involve questions related to readings or cases, postings to discussion groups or out of class exercises. Each assignment will have a point value assigned to it. Your homework grade for the course will be the number of points you have earned divided by the number of possible points. Please be sure you check your homework assignments ahead of time. Some assignments will require you to collect some outside data. **Do NOT plan on completing your assignment right before the beginning of class.**

You should also bring a hardcopy of your completed assignment to class for discussion purposes.

**Exams:** Exams will be comprehensive for each portion of the course, covering all chapters assigned on the syllabus and material introduced in class for that portion of the course. It is closed book, closed note, and will be administered in class and taken on an individual basis. Format will be short-answer and essay. No make-up exams will be given except in extenuating circumstances as determined by the instructor. Cheating or other honor code violations will result in a zero being assigned for the exam.

### Course Grading Structure:

Participation	10%	A = 90-100%
Homework	15%	B+ = 86-89%
Exam 1	25%	B = 80-85%
Exam 2	25%	C+ = 76-79%
Group Case Analysis	<u>25%</u>	C = 70-75%
Total	100%	D = 60-69%
		F = below 60%

## Proposed Course Schedule:

Date	Topic	Pre-Class Assignments*
8/24	Course Overview Management Perspective Global Environment	Chps. 1, & 2; HBR Article, Syllabus & Blackboard
8/31	Ethics and Social Responsibility Organizational Culture and Change Managing Employee Diversity	Chps. 3, 4, & 11; <b>Assignment 1</b>
9/7	<b>LABOR DAY HOLIDAY—No Class</b>	
9/14	Strategic Management Leading and Motivating Managing Communication	Chps. 7, 12, 13, & 15; <b>Assignment 2</b>
9/21	<b>EXAM 1</b> Brief <b>ARPCO Case Discussion</b>	Chps. 1,2, 3, 4, 7, 11, 12, 13, 15 & class notes
9/28	Overview of Marketing Marketing Strategy Consumer Behavior	Chps. 1, 3, & 5; <b>Assignment 3</b>
10/5	Marketing Research Product Management Services Marketing	Chps. 7 & 8; <b>Assignment 4</b>
10/12	Place, Promotion, and Price	Chp. 10, 13, & 16; <b>Assignment 5</b>
10/19	<b>EXAM 2</b> <b>Written Callaway Group Case DUE</b>	Chps. 1, 3, 5, 7, 8, 10,13,16 and class notes <b>Written Callaway Case DUE</b>

**\*Must be completed/read prior to the class to which it is assigned. For example, Assignments and readings assigned for 8/31 must be completed before the beginning of the 8/31 class.**

**Honor Code:** Mercer University Atlanta expects each and every student to maintain the highest principles of academic honesty and integrity. Violations of academic honesty represent a breach of the University's expectations and will be regarded as a serious matter. Violations include, but are not limited to, plagiarism, cheating, lying, and stealing. All violations will automatically result in a zero on the assignment in question.

**Inclement Weather:** If severe weather occurs, classes will be canceled in accordance with the Associate Provost's decision of Mercer-Atlanta. Call the Mercer weather phone for information about class cancellations—(678) 547-6111 (Atlanta) or listen to WSB 750 AM.

**Notes from the Professor:** The syllabus provides a general plan for the course. Although I will try to maintain the class schedule and objectives, I may need to make adjustments. It is your responsibility to make sure you are aware of any and all changes made to the course plan during class meeting times.

**Disability Statement:** Students with a documented disability should inform the instructor at the close of the first class meeting. The instructor will refer you to Rich Stilley, Assistant Dean for Campus Life for consultation regarding evaluation, documentation of your disability, and recommendations for accommodation, if needed. To take full advantage of disability services, it is recommended that students make contact immediately. The office is located in Sheffield 212 and Mr. Stilley's phone number is 678-547-6823.