I. IDENTIFYING INFORMATION

Course: MSA 603
Course Title: Strategic Planning for the Administrator
EPN: 22247280
Term: Spring II
Location: Dearborn Center
Course Days and Times: Tue 5:30PM-10:00PM;

Prerequisites: None.

Blackboard:
Blackboard is a web-based learning management system licensed by CMU. Within Blackboard, a course website, also known as a shell, is automatically created for every CMU course. Face-to-face courses may or may not incorporate Blackboard, whereas Blackboard course shells are always used for online courses and will be available to you prior to the course start date. Seeing the course shell listed in Blackboard with unavailable adjacent to its title is an indication that your instructor has not made it available and is in no way indicative of registration status. To access Blackboard, open a web browser and enter https://blackboard.cmich.edu/webapps/login/. After the site loads, enter your CMU Global ID and password in the respective spaces provided. Click the "login" button to enter Blackboard and then the link to the appropriate course to enter the course's Blackboard shell. If you need assistance, contact the IT Helpdesk at 989-774-3662 / 800-950-1144 x. 3662. Self-guided student tutorial resources are also available at https://blackboard.cmich.edu/webapps/login/.

Instructor: Calvin Posner
Primary Phone Number: 678.464.7331
Secondary Phone Number: 770.933.0881
E-Mail Address: posne1cs@cmich.edu
Availability: F2F half hour before and after class sessions; anytime via e-mail, before 10 PM via voice

Academic Biography:

Dr. Posner retired from the U.S. Army in 1990. He earned a Doctor of Education (Ed.D.) degree in Educational Administration and Supervision and a Specialist in Education (Ed.S.) degree in Educational Management from Ball State University. he earned a Master of Science (MS) degree in Management-Organizational Development from the United States International University (now Alliant University). He is also a graduate of the Army Command and General Staff College and other executive-level military courses. He holds management certificates from the Juran Quality Institute and NASA.

He has held executive positions in business and government. He has instructed in the military, financial services industry, telecommunications industry and the public sector. He has authored more than 200 books, articles, cognitive maps, training instruments and training programs. His latest book, Higher Education Faculty Self-Evaluation Survey Handbook, is in its second printing.

Recent national refereed presentations include the Lily (Washington, DC) Conference on University and College Teaching and the Great Lakes Conference on College and University Teaching.

II. TEXTBOOKS AND INSTRUCTIONAL MATERIALS
Order books from MBS at http://bookstore.mbsdirect.net/cmu.htm
Textbooks and Course Materials:
Title: MSA 603: Strategic Planning for the Administrator (Custom Text for CMU) (E-book Available)
Author: CMU
Edition: 1st
Publisher: Pearson
Required: Yes

Course Reserves:
N/A

Required Materials:
N/A

Recommended Materials:
N/A

III. COURSE DESCRIPTION

An examination of processes and approaches used by administrators to analyze internal and external environments to establish and accomplish long-term strategic organizational goals. This course may be offered in an online or hybrid format.

IV. COURSE GOALS AND OBJECTIVES

Upon successfully completing this course, the student will be able to:
1. Identify internal and external social, economic, political, and technological environments that affect organizations.
2. Coordinate strategic planning development, implementation, and evaluation systems within various organizational contexts.
3. Apply various strategic planning and administrative methods and strategies to successfully cope with the ambiguities, complexities, and implications of internal and external environmental factors on organizational functions.
4. Apply analytical models and decision-making methods to evaluate and solve administrative problems and enhance organizational performance.
5. Demonstrate an ability to incorporate into practice exemplary ethical principles leading to sound personal decisions and socially responsible organizational values and practices.
6. Present analysis and decisions in both orally and writing form under critical appraisal.

V. METHODOLOGY

Instructional methodology will enable students and instructor to actively engage in various adult learning models and apply adult learning theory to practical applications within the classroom setting. Cooperative, directed and self-directed strategies including individual and small-group projects, readings, interactive lectures and discussions will be used to assist the learning process. Required readings, instrumentations, case studies, games and video presentations may be used to engage students in understanding how theory translates to practice.

VI. COURSE OUTLINE/ASSIGNMENTS

Pre-Class Assignment:


2. Begin checking your CMU student e-mail account at least two weeks prior to start of course. Check it at least once daily. (Note: Some ISPs will not forward e-mail which contain attachments or embedded files.) It is your responsibility to obtain all required documents sent to your student e-mail account.

3. Preview the textbook. Note how chapter is structured starting with "Chapter Objectives" and ending with "Assurance of
Learning Exercises." You will be responsible for completing one "Assurance of Learning Exercise“ for each chapter.

4. Read Chapters 1-2 and complete one "Assurance of Learning Exercise“ for each chapter. Then submit to instructor for evaluation prior to first class.

5. Review case studies and select the one or two you find most interesting. Submit your first and second choice to instructor.

6. E-mail your instructor your first and second choice of chapters (3-11).

Course Outline:

March 11 -- MyManagementLab – (Exercise) The initial assignment in “MyManagementLab” utilizes a pre-test, post-test, video exercise and quiz on chapter 1 of your text. The pre-test, post-test, and video exercise is designed to supplement readings to highlight important issues. The end of chapter quiz will provide input for the participation portion of your final grade. Review of Chapter 1.

Opening Activity; syllabus review; formation of case study teams; interactive lecture, Critical Thinking.


Mar. 25 -- Opening activity; student presentation of Chapters 4-5; Interactive lecture, "Organizational Motivation," case study team activities.

Apr. 1 -- Opening activity; student presentations of Chapters 6-7; Interactive Lecture. Leadership Communication; Case Study Team activities.

Apr. 8 -- Case Study Team Meetings-Drafts due by end of class.

Apr. 22 -- Opening activity; student presentation of Chapter 8-9, Case Study Team activities.

Apr. 29 -- Opening activity; student presentations Chapters 10-11; Case Study Team presentation rehearsals.

May 6 -- Case Study Team presentations; closing activity.

Assignment Due Dates:

Prior to Mar. 11 -- Chapter 1, "Assurance of Learning Exercise", Chapter 1 Quiz from MyManagementLab, choice for chapters and case studies.

Mar. 18 -- MyManagementLab Exercise for Chapters 2-3 and end of chapter quiz. Case Study Team Meeting Notes.

Mar. 25 -- MyManagementLab Exercise for Chapters 4-5 and end of chapter quizzes. One "Assurance of Learning Exercise" for Chapters 4-5.

Apr. 1 -- MyManagementLab Exercises for Chapters 6-7 and end of chapter quizzes. One "Assurance of Learning Exercise for Chapters 6-7 Case Study Team presentation outline.

April 8 -- Case Study Team Meetings-Drafts due by end of class.

Apr. 22 -- MyManagementLab Exercises for Chapters 8-9 and end of chapter quizzes. One "Assurance of Learning Exercise for Chapters 8-9; Case Study Team presentation outline.

Apr. 29 -- MyManagementLab Exercises for Chapters 10-11 and end of chapter quizzes. One "Assurance of Learning Exercise for Chapter 10-11; Case Study Team presentation script.

May 6 -- Case Study Team presentations.

Post-Class Assignment:
None.

Student Involvement Hours:
Students should expect to spend at least four hours per week working out of class on chapter requirements and case study team requirements as well as course reading assignments and their individual chapter presentation.

VII. CRITERIA FOR EVALUATION
**Evaluation Criteria:**

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
<th>Points</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Case Study</td>
<td>Team Project</td>
<td>250 points</td>
<td>25%</td>
</tr>
<tr>
<td>Chapter Quizzes</td>
<td>11 at 3 points each</td>
<td>150 points</td>
<td>15%</td>
</tr>
<tr>
<td>Chapter AOL Exercises</td>
<td>11 at 3 points each</td>
<td>150 points</td>
<td>15%</td>
</tr>
<tr>
<td>Chapter Presentation</td>
<td>Individual Project</td>
<td>250 points</td>
<td>25%</td>
</tr>
<tr>
<td>Participation</td>
<td>Includes attendance</td>
<td>200 points</td>
<td>20%</td>
</tr>
<tr>
<td><strong>TOTAL:</strong></td>
<td><strong>: 1000 points</strong></td>
<td><strong>100%</strong></td>
<td></td>
</tr>
</tbody>
</table>

**Grading Scale:**

Final semester grade is on a percentage scale (points earned / total points) as follows:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage Range</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>94% or above</td>
<td>87% - 89% : B+ 77% - 79% : C+</td>
</tr>
<tr>
<td>B+</td>
<td>87% - 89%</td>
<td>84% - 86% : B 74% - 76% : C</td>
</tr>
<tr>
<td>B</td>
<td>84% - 86%</td>
<td>80% - 83% : B- 73% or below : E</td>
</tr>
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**Late Assignments:**

Late assignments are not acceptable with the exception of a verifiable emergency beyond the control of the student. No assignments will be accepted after the end of the last class session.

**Make-ups and Rewrites:**

Drafts prior to due dates are encouraged. Please e-mail Dr. Posner your drafts after they have been submitted and corrected by the Writing Center. Creating graduate level written work is an arduous process often requiring multiple rewrites; therefore, the earlier you submit your draft the more likely it is you'll be complete by due date.

**VIII. EXPECTATIONS**

**Attendance and Participation:**

This is an accelerated, compressed format class owing to its weekend nature. Therefore, attendance is mandatory at all class sessions. Students are urged to clear their calendars to accommodate full class attendance, study, reading preparation time and out of class case study team meetings.

**Academic Integrity:**

Because academic integrity is a cornerstone of the University's commitment to the principles of free inquiry, students are responsible for learning and upholding professional standards of research, writing, assessment, and ethics in their areas of study. Written or other work which students submit must be the product of their own efforts and must be consistent with appropriate standards of professional ethics. Academic dishonesty, which includes cheating, plagiarism and other forms of dishonest or unethical behavior, is prohibited. A breakdown of behaviors that constitute academic dishonesty is presented in the CMU Bulletin ([https://bulletins.cmich.edu/](https://bulletins.cmich.edu/)).

**Student Rights and Responsibilities:**

Each member of the Central Michigan University community assumes an obligation regarding self conduct to act in a manner consistent with a respect for the rights of others and with the University's function as an educational institution. As guides for individual and group actions within this community, the University affirms the general principles of conduct described in the Code of Student Rights, Responsibilities and Disciplinary Procedures at [https://www.cmich.edu/ess/studentaffairs/Pages/Code-of-Student-Rights.aspx](https://www.cmich.edu/ess/studentaffairs/Pages/Code-of-Student-Rights.aspx).

**IX. SUPPORT SERVICES AND OTHER REQUIREMENTS**

**Global Campus Library Services (GCLS)**

CMU offers you a full suite of library services through its Global Campus Library Services (GCLS) department. Reference librarians will assist you in using research tools and locating information related to your research topic. The library's Documents on Demand office will help you obtain copies of the books and journal articles you need. Check out the GCLS website at [http://gcls.cmich.edu](http://gcls.cmich.edu) for more information.
Reference librarian contact information:
1. By phone: (800) 544-1452.
2. By email: oclsref@cmich.edu
3. By online form: http://www.cmich.edu/library/gcls/Pages/Ask-a-Librarian-Request-Form.aspx

Documents on Demand office contact information:
1. By phone: (800) 274-3838
2. By email: docreq@cmich.edu
3. By fax: (877) 329-6257
4. By online form: http://www.cmich.edu/library/gcls/Pages/Documents-on-Demand.aspx

Writing Center

The CMU Writing Center is a free online service for all CMU students, providing help with grammar, citations, bibliographies, drafts, and editing of academic papers. Suggestions and feedback are typically provided within two business days. For additional information and to submit work, visit http://webs.cmich.edu/writingcenter/

Mathematics Assistance Center

The CMU Mathematics Assistance Center provides free tutoring in mathematics and statistics to students enrolled in select courses. Tutoring is available online and via telephone. To see what courses qualify and to register with the Math Assistance Center, visit http://global.cmich.edu/mathcenter/tutoring-request.aspx.

ADA

CMU provides individuals with disabilities reasonable accommodations to participate in educational programs, activities and services. Students with disabilities requiring accommodations to participate in class activities or meet course requirements should contact Susie Rood, Director of Student Disability Services at (800) 950-1144, extension 3018 or email her at sds@cmich.edu, at least 4 weeks prior to registering for class. Students may find additional ADA information and forms at https://www.cmich.edu/ess/studentaffairs/SDS/Pages/default.aspx

Note to faculty: CMU Administration will notify you if applicable; otherwise, the student will provide a "Notification Letter to the Instructor” outlining the accommodations the student is approved to receive.

X. BIBLIOGRAPHY


Center Information

Central Michigan University
Dearborn Center
15041 Commerce Drive South
Suite 411
Dearborn, MI 48120

Phone: (313) 441-5300 or (313) 441-5301
Fax: (313) 441-5304

Email: Dearborn.Center@cmich.edu

Office Hours:
Monday-Friday 9 a.m. – 6 p.m.
Extended Hours: Tuesday - 9 a.m. - 7 p.m.

* Please contact the center before visiting during extended hours*

Please note: Students may not bring their children to class or to the Center.