

ML 521 – Organizational Management and Strategy **School of Business and Management**

6 Credits
Effective Date: 7/1/2022
Grading Type: Decimal
Pre-requisite: None

Access to the Internet is required.

All written assignments must be in Microsoft-Word-compatible formats.

See the library's APA Style Guide tutorial for a list of resources that can help you use APA style.

Faculty Information

Professional experience information for instructors is found under *Syllabus, Schedule, and Course Team* in the online course menu.

Contact Information

Contact information for instructors is found under *Syllabus, Schedule, and Course Team* in the online course menu.

Course Description

Effective management is concerned with creating and maintaining a successful business operation. Managers must be strategic when handling change, determining business needs, and planning for organizational efficiency. This course will give students the practical skills managers need to align processes and procedures to accomplish the mission and vision of the organization. Students will also develop

and practice strategic thinking skills to help evaluate risks, maximize opportunities, and sustain competitive advantage over time.

Course Resources

Required and recommended resources to complete coursework and assignments are found on the course [Reading List](#). Access is provided through the *Reading List* link in your online course as well as from the library homepage (“Find Your Reading List” button).

Note: Required resources that must be purchased by the student are tagged “Purchase from a vendor of your choosing.” Required resources with a direct link, “Available through CityU Library”, are available electronically at no cost to students.

Students in Canada may purchase course resources from the [Canada Bookstore](#), and students outside the U.S. and Canada should contact their advisor or textbook coordinator for additional information.

Course Outcomes

In this course, learners:

- Analyze and interpret market research data and key performance indicators to develop a sales forecast to help re-brand a failed product launch.
- Create a program structure to achieve organizational change through the execution of projects across multiple organizational functions
- Evaluate an organization you are familiar with to create a systemic analysis of the organization’s strengths, weaknesses, opportunities, and threats
- Utilize strategic thinking to analyze sustainable competitive strategies and make recommendations to decision makers for improvements.

Grading Scale

The grades earned for the course will be calculated using City University of Seattle’s decimal grading system, found in the current University Catalog (<https://www.cityu.edu/catalog/>).

Grading rubrics with details on how each assignment will be graded are located under *Assignments* and/or in *My Grades* in the online course menu. Students should review the rubric for each assignment prior to completing their work in order to understand how it will be assessed.

Course Assignments and Grading

The grades earned for the course will be derived using City University of Seattle's decimal grading system, based on the following:

<i>Overview of Required Assignments</i>	<i>% of Final Grade</i>
Sustainable Competitive Analysis	20%
Aligning Short-Term to Long-Term Objectives	20%
Change Initiative Project	30%
Reflections and Knowledge Checks	30%
TOTAL	100%

SPECIFICS OF COURSE ASSIGNMENTS

The instructor will provide grading rubrics that will provide more detail as to how this assignment will be graded.

Sustainable Competitive Analysis

Students will identify an organization of their choice and determine the organization's sustainable objectives and core organizational capabilities. Following this determination, students will analyze the alignment between the two and make recommendations to decision makers for sustainable value creation.

Students will write a paper to include:

- (a) an introduction on the importance of using decision-making tools to support alignment with an organization's vision, mission, and values;
- (b) in table format, analyze an organization's competitive position;
- (c) from the analysis in section b, identify two (2) core capabilities, determine the factors for risk, and illustrate how they could optimize stakeholder value;
- (d) a conclusion that discusses the overall impact your decisions would have on the organization.

Students will write an 8 – 10 page paper (not including cover, abstract, and references), using APA style, 12-point double spaced Times New Roman font, and

include a minimum of six (6) quality references.

Components	% of Grade
Introduction	20%
Competitive Position	30%
Conclusion	20%
Writing and Organization	20%
References and APA	10%
TOTAL	100%

Aligning Short-Term to Long-Term Objectives

Students will create a presentation to align short-term to long-term objectives. Students will re-brand an unsuccessful product launch that can come from their own experience or one that they can research. From this re-branded product launch, students will conduct market research, apply key performance indicators, and align governance. The presentation will include:

- (a) an introduction to the product;
- (b) a discussion of the market research conducted on the re-branded product;
- (c) an analysis of processes and procedures included that would create a successful re-branding of the product;
- (d) an appraisal of how governance and personnel alignment would support effective decisions; and
- (e) a conclusion of the expected outcome of the re-branding effort.

The presentation will be 9 – 12 slides of content (cover and references slides are not included in the total). Include a minimum of six (6) quality references. Spend approximately 45 seconds discussing each slide. Each slide should have brief, key points along with images that visually support the content. Student presents the material either in-person or through a multimedia environment (if given through multimedia, include closed-caption; if not given through multimedia, include presentation notes; if not given through multimedia, gain approval from your instructor first.)

Components	% of Grade
Introduction and Market Research	20%
Processes and Procedures	30%
Governance and Conclusion	20%
Presentation	20%
References and APA	10%
TOTAL	100%

Change Initiative Project

Students will identify an organization of their choice where they can create an organizational change strategy that impacts multiple organizational functions. Students will write a paper to include:

- (a) an introduction to the organization and the change they wish to employ;
- (b) a discussion of how shared assumptions, beliefs, and values could impact the change initiative;
- (c) an analysis of two predominant forms of employee resistance that may negatively impact the initiative;
- (d) a discussion of the influence control, innovation, and entrepreneurship could have on the change initiative;
- (e) a conclusion of an expected outcome.

Students will write a 10 – 12 page paper (not including cover, abstract, and references), using APA style, 12-point double spaced Times New Roman font, and include a minimum of six (6) quality references.

Components	% of Grade
Introduction and Change	20%
Change Initiative and Employee Resistance	30%
Influence on Change and Conclusion	20%
Writing and Organization	20%
References and APA	10%
TOTAL	100%

Formative Assessments

Class participation through formative assessments is an integral part of this course. Formative assessments can be journals, papers, activities, quizzes, discussions, wikis, or other activities determined by the course manager and instructor. Each formative assessment includes its own rubric and/or due date as outlined within the activity to balance participation and enhance learning. Whether in class, online, or in a mixed mode setting, students will be graded on their ability to present, explain, or defend alternative viewpoints and the degree to which they have mastered the concepts and principles inherent in the study of leadership. Written work is assessed on relevance to the subject presented, adherence to writing mechanics and organization, and professional presentation.

Components	% of Grade
Use of Course Concepts	100%
TOTAL	100%

Course Policies

Late Assignments

This course is in the Online Asynchronous format therefore, there are no firm due dates. Instead, you will see a recommended due date. However, all work must be completed by the end of class. Work turned in after the last day may not be graded.

Professional Writing

Assignments require error-free writing that uses standard English conventions and a logical flow of organization to address topics clearly, completely, and concisely. CityU requires the use of APA style.

Participation

Participation is determined through your active engagement in classroom activities each week. This can be measured through your discussion board posts or by submitting an assignment when due.

University Policies

Students are responsible for understanding and adhering to all of City University of Seattle's academic policies. The most current versions of these policies can be found in the [University Catalog](#) that is linked from the CityU Web site.

Antidiscrimination

City University of Seattle and its staff and faculty are committed to supporting our students. We value equity, diversity, and inclusion as a way of life as well as the educational opportunities it provides. City U will not tolerate any form of discrimination based on race, color, ethnicity, sexual orientation, gender identification, socioeconomic status, or religious values. If you have experienced any discrimination based on any of the above, we encourage you to report this to the University. Please report this to your instructor. If you do not feel safe reporting this to your instructor, please report to the Provost or to the Vice President of Student Affairs.

Non-Discrimination & Prohibition of Sexual Harassment

City University of Seattle adheres to all federal, state, and local civil rights laws prohibiting discrimination in employment and education. The University is committed to ensuring that the education environment is bounded by standards of mutual respect and safety and is free from discriminatory practices.

In the U.S., the University is required by Title IX of the Education Amendments of 1972 to ensure that all of its education programs and activities do not discriminate on the basis of sex/gender. Sex include sex, sex stereotypes, gender identity, gender expression, sexual orientation, and pregnancy or parenting status. Sexual harassment, sexual assault, dating and domestic violence, and stalking are forms of sex discrimination, which are prohibited under Title IX and by City University of Seattle policy. City University of Seattle also prohibits retaliation against any person opposing discrimination or participating in any discrimination investigation or complaint process internal or external to the institution. Questions regarding Title IX, including its application and/or concerns about noncompliance, should be directed to the Title IX Coordinator. For a complete copy of the policy or for more information, visit <https://my.cityu.edu/titleix> or contact the Title IX Coordinator.

In Canada, in compliance with the British Columbia Human Rights Code, the Alberta Human Rights Act, WorksafeBC, and the Workers' Compensation Board of Alberta, the University believes that its environment should at all times be supportive and respectful of the dignity and self-esteem of individuals. Discrimination, harassment and bullying conduct, whether through person to person behavior or via electronic communications such as email or social media is not acceptable and will not be tolerated. As an educational institution, it is our responsibility to cultivate an environment of excellence, equity, mutual respect and to recognize the value and potential of every individual. The University will take all necessary steps to meet or exceed the requirements of the law to prevent discrimination, harassment and bullying. The Respectful Workplace Policy for the prevention of discrimination, harassment and bullying policy and procedure can be found at <https://www.cityu.edu/discover-cityu/about-cityu/> under the Policies section or at <https://www.cityuniversity.ca/about/>.

Religious Accommodations

City University of Seattle has a policy for accommodation of student absences or significant hardship due to reasons of faith or conscience, or for organized religious activities. The University's policy, including more information about how to request an accommodation, is available in the University Catalog and on the my.cityu.edu student portal. Accommodations must be requested by the 20% mark of this course (e.g. day 14 of a ten-week course, day 7 of a 5-week course) using the Religious Accommodations Request Form found on the student dashboard in the my.cityu.edu student portal.

Academic Integrity

Academic integrity in students requires the pursuit of scholarly activity that is free from fraud, deception and unauthorized collaboration with other individuals. Students are responsible for understanding CityU's policy on academic integrity and adhering to its standards in meeting all course requirements. A complete copy of this

policy can be found in the [University Catalog](#) under *Student Rights and Responsibilities* on the page titled *Academic Integrity Policy*.

Attendance

Students taking courses in any format at the University are expected to be diligent in their studies and to attend class regularly.

Regular class attendance is important in achieving learning outcomes in the course and may be a valid consideration in determining the final grade. For classes where a physical presence is required, a student has attended if they are present at any time during the class session. For online classes, a student has attended if they have posted or submitted an assignment. A complete copy of this policy can be in the [University Catalog](#) under *Student Rights and Responsibilities* on the page titled *Attendance*.

Final Assignment Due Date

Final assignments for each class at CityU must be due on or before the final date of the course as indicated in the university's course information system. Due dates that extend beyond the final date of the course may negatively impact tuition funding for students.

Support Services

Disability Services Accommodations Statement

Students with a documented disability who wish to request academic accommodations are encouraged to contact Disability Support Services to discuss accommodation requests and eligibility requirements. Please contact Disability Support Services at disability@cityu.edu or 206.239.4752 or visit the [Disability Support Services](#) page in the my.cityu.edu portal. Confidentiality will be observed in all inquiries. Once approved, information about academic accommodations will be shared with course instructors.

Library Services

CityU librarians are available to help students find the resources and information they need to succeed in this course. Contact a CityU librarian through the [Ask a Librarian](#) service, or access [library resources and services online](#), 24 hours a day, seven days a week.

Smarthinking Tutoring

CityU students have access to free online tutoring offered through Smarthinking, including writing support, from certified tutors 24 hours a day, seven days a week.

Contact CityU's Student Support Center at help@cityu.edu to request a user name and password.