

This syllabus is for The Greece Study Abroad Program, July 2025

MAN 2930 – NEW TRENDS IN MANAGEMENT

Instructor Web page:

<https://webapps.spcollege.edu/instructors/id/rojas.andres>



Hello Students, Welcome to New Trends in Management, I will be your professor for this course.

My career expands over 20-years working in international business, banking, finance, investments, international nonprofits, commercial finance, and capital markets. I have also consulted for local and international organizations that operate abroad; and from these experiences, I have gained a broad perspective on organizational problems, managerial challenges, and opportunities in International

Business

I am excited you chose to embark on this educational journey, and I look forward to having you in the class!

Dr. Andy Rojas

Professional Etiquette in Academia

In academia professors are addressed by their respective titles. In your communications with me you can address me as Dr. Rojas. When you submit a paper that requires a title page with the instructor's name, you can use Dr. Andy Rojas

Course Description

New Trends in Management immerses students in the role of Junior Business Consultants, emphasizing the strategic management process. Students will directly engage with real-world business clients, applying core management consulting practices. This includes evaluating client business needs, identifying key problems, and prioritizing critical areas for improvement; conducting a thorough assessment of internal company factors (e.g., strengths, weaknesses, resources) and external industry factors

(e.g., market trends, competitive landscape; strategic evaluation of operations and processes; and presentation of solutions. As a Junior Consultant, students will be responsible for probing, questioning, and evaluating multiple aspects of a company's internal and external environment.

The course culminates in four key deliverables:

1. Prioritization of Key Improvement Areas: Identify and prioritize critical areas for improvement within the client's business.
2. Development of Strategic Solutions: Deliver comprehensive solutions and strategies to address identified challenges.
3. Creation of a Competitive Advantage: Develop strategies to establish and maintain a sustainable competitive advantage in the marketplace.
4. Differentiation Strategy Development: Create a unique value proposition that differentiates the client from competitors and attracts target customers

47 contact hours.

Course Objectives:

- The student will develop strong analytical and problem-solving skills.
- The student will gain practical experience in business consulting methodologies.
- The student will enhance communication and presentation skills.
- The student will build teamwork and collaboration skills.
- The student will cultivate a client-centric approach to business.
- The student will apply strategic management principles, concepts, and theories to real-world business scenarios.
- The student will develop an understanding of fundamental management consulting principles.

IMPORTANT DATES

MAN 2930 Assignments – Study Abroad – Greece

Course Starts: Monday, July 7

Course Ends: Sunday, August 17

Travel Dates: Sunday, July 27 to Monday, August 4

Assignments Weights & Due Dates

Assignment Type	Weight	Due Date
Paper/Project 1	25%	Friday, August 17, 2025
In-country Participation To earn participation points, the student must: 1- attend the prior and post program meeting 2- actively participate in group discussions, 3- Attend start of day team/class huddle, 4- Attend end-of-day team/class debriefing 5- Lead topic discussions throughout the day, be fully engaged in the program 6- Read, discuss, and share 2 articles	40%	In-country days July 28 to August 4
Final PowerPoint	35%	Friday, August 17, 2025

ATTENDANCE

To earn credit for this study abroad course, students must meet all the assignment and participation requirements of the program.

Grade Levels

90% to 100% = A

95 to 100 = Exceptional Level

90 to 94 = Excellent Level

80% to 89% = B

85 to 89 = Very Good Level

80 to 84 = Good Level

70% to 79% = C

75 to 79 = Fair Level

70 to 74 = Marginal Level

60% to 69% D

60 to 69 = Fail Level

Less than 60% = F

Incomplete grades fall under the [Incomplete Grades and Procedure](#) policy of the college.

Prerequisites

None

Required Course Material

Strategic Management Article will be provided throughout the course.

Templates: A suite of templates will be provided to assist with:

- Business client evaluation
- Strategic analysis
- Solution development
- Recommendation formulation

Tools for Your Success

I want to ensure your success in this class by providing a few resources that you can utilize in your educational journey. These tools are for your growth and development, especially as you develop and write various written assignments. Invest time in your own academic progress, I believe you will find them to be of great benefit toward your success. You can use these tools for your courses at SPC.

APA Academic Writing

1-APA Video: Invest 4 minutes now, so that you can save hours later correcting and formatting APA style papers. Watch this video:

<https://www.youtube.com/watch?v= ODakMMqvls>

2-APA Sample Paper. This paper has various key APA

Go to Course Content, then go to tab **ALL YOU NEED**, review Document 77_APA_HOW_TO

3- APA How to do: in-text Citations, quotes, title page, and reference page

https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_formatting_and_style_guide/in_text_citations_the_basics.html

4- APA Style Blog is an excellent site to get those pesky APA questions answered quickly by a real person. It is a fantastic site to learn more about how to cite in APA. For more information go to: <http://blog.apastyle.org>

How to quote

5- Grammarly as a tool for you to use for checking grammar right from your browser or Microsoft Office. This tool can improve your writing in emails, documents, social media posts, messages, and more. Visit www.grammarly.com

6- Prezi is an online presentation software that allows for group and team collaborations seamlessly. It is easy to use and FREE. For more information. Visit <https://prezi.com/business/>

Academic Honesty:

Academic honesty and plagiarism fall under the [Academic Honesty Policy](#) of the college. The College of Technology and Management has implemented a “0” tolerance policy for academic dishonesty and if the student is in violation an “F” the course will be applied.

From Student and Educational Services-Students with Disabilities If you wish to receive special accommodations as a student with a documented disability, please make an appointment with the Learning Specialist on the Clearwater, Tarpon Springs, or St. Petersburg sites. If you have a documented hearing loss, please contact the Program for the Deaf at 791-2628 (V/TDD). Clearwater	Stefanie Silver	AD 122	791-2710
	St. Petersburg/ Gibbs	Gene Oskamp	AD 120
	Tarpon Springs	Barbara Thompson	Counseling
			341-4316
			712-5789

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Office Hours: see Dr. Rojas faculty page

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