

MGMT 365 A&B: Business Strategy & Policy

Syllabus – Spring 2013

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The following sub-sections are contained in this syllabus: course description, learning objectives, expected outcomes, course expectations, accommodations, required materials, research guidelines, grading policies assignments overview and schedule.

Course Description

An examination of strategic planning theories that maximize organizational effectiveness by transforming the organization into an adaptive learning system capable of managing critical changes in its environment. The approach emphasizes comprehensive, holistic and participative planning.

Learning Objectives

1. Integrate learning from courses in the management major as the foundation elements of the knowledge base from which strategies at all levels of the organization are formulated and implemented.
2. Expose students to classic and emerging theories and practices related to corporate, business and functional strategies.
3. Create opportunities for students to apply both prior and current management course learning through case analysis and presentations, business simulations and research.
4. Reinforce the importance of global, quality, diversity and ethical perspectives in organizational policy and strategy.

Expected Outcomes

1. Knowledge of the most important and relevant terms, concepts, processes and competencies necessary to effectively plan and think strategically.
2. Awareness of emerging trends, theories and examples of business policy and strategy.
3. Enhanced ability to conduct research, create and give presentations, and work in peer groups.

Course Expectations

1. Read all assigned readings.
2. Attend all classes (be physically present).
3. Be on time, and stay for the entire class.
4. Proactively participate in all classes (be emotionally, psychologically and socially present).
5. All electronic communication, entertainment and information devices such as cell phones, tablets, iPods, laptops and pagers must be turned off or silenced during class (unless there is a family member health issue) ; refrain from sending/receiving/reading text messages and emails during class sessions
6. You have a right to use a laptop/tablet to take notes during class. With that right, comes the responsibility to use it appropriately. Students who surf the Internet, IM or engage in activities other than note-taking will lose their right to take notes electronically.
7. Each student has one Free Pass (one permissible absence) to use at their discretion; notify the professor by email before using a Free Pass; Free Passes may not be used during any scheduled exams or final presentations, or when you have an individual presentation or assignment due.

8. Excused absences are at the discretion of the professor and typically include serious illness, a medical or family emergency; a scheduled athletic game/match, a professional obligation; notify the professor by email beforehand; or, in the case of emergency, an email or phone call as soon as possible is acceptable.
9. Any student who misses a class session for any reason is responsible for preparing readings, obtaining discussion notes and handouts and completing and submitting (on time) assignments for the session missed.
10. Grammar and spelling count – proof your work.
11. Use APA (revised 6th edition) for citing all research done for written and presentation assignments.
12. Conserve resources as much as possible – no title pages, no binders or fancy covers, 2-sided printing, staples instead of paper clips.
13. Email is best used to communicate absences, being late, request an appointment or express a concern; questions about course material, tests, or assignments usually are best handled through an in-person meeting or phone call.
14. It is within the Instructor's purview to apply qualitative judgment in determining grades for an assignment or for a course
15. This syllabus is my best effort at presenting a definitive statement on the course's policies, assignments and schedule; however, circumstances may arise that necessitate changes; if this occurs, students will be given as much advanced notice as possible.

Accommodations

Students who wish to request accommodations in this class for a disability should contact Elaine Mara, assistant director of learning services for academic and disability support at 1307 Main Street, or by calling 610-861-1510. Accommodations cannot be provided until authorization is received from the Academic Support Center.


Required Materials

Required Course Textbook:

Readings & Cases, Strategy 2011, Prentice Hall Custom Business Resources
MarketPlace Live, Business Simulation, 2011

Required Reference:

Publication Manual of the American Psychological Association, 6th edition, 2009 (corrected version of this edition should be referenced and is found in our Blackboard coursesite). This reference is essential in preparing all written assignments for this course, and should be helpful in preparing assignments for other courses as well.

Quick Guide Link:  [APA QuickGuide by Reeves Library \(15.735 KB\)](#)

APA Info Link: <http://www.psywww.com/resource/apacrib.htm>

Additional APA Link: <http://owl.english.purdue.edu/owl/resource/560/01/>

Research Guidelines

It is important that classroom and textbook learning are augmented by *outside sources*. *Outside sources* are literature, data and information that has been obtained or developed by credible, quality practitioner, professional or academic publication sources AND not already being used in the course (i.e. the textbook are articles assigned for class).

The Internet is an excellent tool for identifying and acquiring research effectively and efficiently. It can save time and connect you with quality sources of literature and information. However, websites sponsored by organizations or individuals normally have little credibility or value in providing literature or information about anything other than the sponsoring individual or organization. The exception is if the website contains data from professional research studies or projects sponsored by the website owner, in which case it will be clear that the information is research rather than opinion or propaganda.

All research that students do needs to be cited according to the 2009 (6th edition) of the APA Publication Manual as revised.

Important Note: The research you consult should be listed as citations for References. Unlike citations for Bibliographies that may permit all consulted sources, References include only those sources you **have actually used**. Citations are listed in a References list at the end of a written work or paper in alphabetical order, with the second line of text indented. Citations listed in the text of your work are listed as (last name and year) e.g. (Smith, 2005) or last name (year) e.g. Ramirez (2005).

Sample Citation

Sample APA citation format for the articles in the Article Reading sections of this course website, when you cite them in any assignments:

Osborne, R. (1995). Company with a soul. Industry Week/IW, 244(9), 20-26. Retrieved [insert today's date without brackets], from Business Source Elite database.

Grading Policies

Measurement & Grading:

Strategy in Action (individual, presentation)	25%
Case Analysis (team, presentation)	25%
MarketPlace Live Simulation (team, presentation)	30%
Total Quality Participation	20%
TOTAL	100%

Numerical & Corresponding Letter Grades:

93 and above - A [Distinguished performance]

Exceptional performance in all aspects of the course; highest level of learning, effort and participation are consistently demonstrated

90 - 92 - A-

86 - 89 - B+ [Very Good]

High levels of learning, effort and participation are often demonstrated

80 -85 - B [Good]

Sound performance in all aspects of the course

76 - 79 - C+

70 - 75 - C [Average Performance]

Acceptable level of learning, effort and participation are frequently demonstrated

65 - 69 - D [Marginal Performance]

Low or inconsistent levels of learning for most course topics; however, effort and/or participation is demonstrated consistently

64 and below - F

Little or no evidence of an acceptable level of learning, or effort

Academic Honesty:

Integrity and honesty are qualities considered to be the "norm" among students. However, any students who choose to deviate from that "norm," risk automatic failure in the course.

Assignments Overview

The following Assignments are required for this course:

- Strategy in Action (individual, presentation) – 25%
- Case Analysis (team, presentation) – 25%
- MarketPlace Live (team, presentation) - 30%
- Total Quality Participation - 20%

Strategy in Action

Each student is responsible for preparing a presentation demonstrating the use or application of a strategic issue that is covered in the Text readings. Effort will be made to match topics with a student's interest, but ultimately the topics will be assigned to by the professor. Each student will prepare a written outline of the presentation (a copy of the PowerPoint file is appropriate) according to the format outlined below.

Format

Prepare a presentation (no more than 5 minutes) according to the following format and with these explicit section headings:

Research Question - a specific question related to the assigned topic.

Response - discuss what you learned from the literature you read (at least 5 external sources - see below) and how you would answer the question you posed.

Example - discuss a product/service or organization (business, government or not-for-profit) that represents an example of your research question and answer.

Your research should include no less than 5 outside/external sources other than those assigned for this course, and must be cited in the paper according to APA. External sources are defined as: readings not assigned in the course; readings, data, information from a scholarly or professional periodical, publication or journal; some websites may be appropriate sources, but they should be cleared with the instructor before they are considered for use.

An outline or copy of your PowerPoint presentation must be submitted on the day you present your topic. Number pages beginning with page 2. There should be no title page, but the following information must be included :

Strategy in Action
Topic A, B, ... or L
Your Name
Date Submitted
Dr. Marabella
MGMT 365A or B

Research Question: centered after the above heading

Remember, attach a list of References (APA style) and indicate these sources in your paper.

Grading

Content:

Research Question = 2 points
Quality of Research = 5 points
Response = 5 points
Example = 3 points

Presentation:

Communication = 5 points
Engagement = 3 points
Professionalism = 2 points

TOTAL = 25 points

Topic

Please see our Blackboard course site for topic choices and students assigned to those topics.

Case Analysis

Each student is responsible for preparing and participating in one (1) presentation of a Case Analysis. Case Studies are to be prepared, and will be evaluated according to the format and criteria outlined by the Professor.

Case Titles

Please see the Assignment Roster section for Case Titles and team assignments.

Process

1. Each student will be assigned to a Case Team. Then, by the end of Week #2, each Team will submit choices for Cases. As much as possible, Teams will receive their 1st or 2nd choice.
2. Your presentation is due on the date of the session your case is scheduled to be discussed in class. Maximum time for each presentation is 30 minutes (you will be timed!)
3. The only written requirement for this assignment is a copy of your presentation (i.e. PowerPoint or Prezi and any handouts) that is prepared according to the prescribed SAR format - Summary,

- Analysis, Recommendations and Update (to be discussed in detail in class) and a list of References.
4. References – include the case itself and any outside sources you reviewed to update the case; 3 to 5 references is suggested; cite and list the sources according to APA style.
 5. On the first slide of your presentation, include:
 - a. Case Name
 - b. Last Names of each group member
 - c. Dr. Marabella
 - d. MGMT 365 A or B
 - e. Date of Presentation
 6. Grading will be based on:
 - a. Presentation = 10 points
 - b. Content = 10 points
 - c. Case update = 5 points

MarketPlace Live

Each student is responsible for preparing and participating in a team project in which students form companies that compete in a business strategy Internet-driven simulation. Full details will be discussed in class. This simulation project will be considered the Final Exam. As such, each student must be present for each MarketPlace Live presentation, or risk failing the Final Exam.

The MarketPlace Live Simulation projects will be evaluated in two parts: Report to the Board & Presentation. Your grade (a maximum of 30 points) will be computed in the following way:

Report Overview

This component includes the company's relevant information (i.e. Table 1-1) and assessment of the Balanced Scorecard performance, competitor comparison, meeting corporate objectives .

- A comparison of your company's performance in relation to the competition.
- An assessment of how well you met your corporate objectives.
- A review and analysis of your company's performance on the Balanced Scorecard.

Performance Assessment:

This component includes a review of the decisions undertaken in each functional area, specifically, as they relate to team, financial, market and operational performance.

Team Performance

- Self-assessment of roles played, contributions made, and adjustments needed

Financial Performance

- profitability analysis, including relevant ratios, analysis of game-ending statements (balance sheet, income statement and cash flow)

Market Performance

- customer opinion - brand designs, prices and advertising
- market demand - by company, brand and per sales person
- competitor tactics - segments targeted and selection of marketing tactics

Operational Performance

- market and financial performance
- valuation of the firm
- departures from plan, justification
- present plan for the future

Conclusions:

The final component includes a discussion of what the team learned about related to the course content and readings, working on a team and running a company; as well as a statement about what you would have done differently.

What We Learned about...

- Management and strategy (i.e. course content and readings)
- Working on a team
- Running a company

What We Would Do Differently

- As a company
- As a team

Report to the Board

Format = 1 point

References/Sources = 3 points

Report Overview = 5 points

Performance Assessment = 5 points

Conclusions = 4 points

SUB-TOTAL = 18

Presentation

Peer Evaluation:

For this component, each member of each Team will rank other members of their Team from 1 to 5 (5 is the highest score), using the Peer Evaluation Form which assesses collaboration, commitment and meeting attendance.

Instructor Assessment:

For this component, the Instructor will rate each Team from 1 to 3 (3 is the highest score) based on attention to vital issues, creativity, and ability to communicate and sustain audience attention.

Class Assessment:

For the final component of the Presentation, each Team will be evaluated by the class from 1 to 4 (4 is the highest score) based on the Team's ability to attract and maintain audience attention, use creativity and innovation in the presentation and demonstrate their understanding of vital company issues of performance.

Presentation

Peer Evaluation = 5 points

Instructor Assessment = 3 points

Class Assessment = 4 points
SUB-TOTAL = 12

Total Quality Participation

As outlined in the Expectations section of this syllabus, you are expected to attend all classes, come to class prepared and on time and participate as much as possible in all class sessions. All of these factors are considered in calculating your participation grade which is 15% of your final course grade.

Weekly News Update

For each class session, students should be prepared to present a news item relevant to the course. You may use the following sources: NPR Radio; KYW Newsradio; Daily Show, Colbert Report, CNBC, CNN; ABC, CBS, NBC and Fox News; Time, Newsweek and Atlantic Monthly; New York Times, Washington Post, Los Angeles Times, Wall Street Journal and The Morning Call. You must cite your source, but no written paper is required. A roster of possible topics can be found on our Blackboard coursesite.

MGMT 365A – SPRING 2013 - COURSE SCHEDULE

<u>Week</u>	<u>Date</u>	<u>Topic</u>	<u>Readings</u>			<u>Activities/Deadlines</u>
			<u>Readings</u>	<u>Marketplace</u>	<u>Cases</u>	
1	1/15	<p>COURSE OVERVIEW</p> <p>INTRODUCTIONS: Business in the News Article Readings Case studies MarketPlace Live</p> <p>STRATEGY: Defining Strategy Strategy & Performance</p>				<p>Discuss assignments; submit functional interests; submit Case choices</p> <p><i>Logging on:</i> Blackboard MarketPlace Live</p> <p><i>Teaming up:</i> MarketPlace Live</p> <p>Case Studies <i>MarketPlace:</i> Getting Started</p>
2	1/22	<p>MARKETPLACE: Introduction to Marketplace Simulation</p> <p>STRATEGY Leadership Defining Strategy Mock Board Meeting: MC Pound, Inc.</p>	#1, 2 and 3			<p>Case & Marketplace Team Rosters distributed</p> <p><i>Marketplace:</i> Getting Started submit Case & MP Team Contacts Case assignments distributed</p>
3	1/29	<p>STRATEGY: Creating Strategy</p> <p>MARKETPLACE: Situation Analysis Mission & Strategy Start-Up</p>	#4 and 5	<p>Discuss Personality Type & Teams Situation Analysis</p>		<p>DUE: Personality Inventory DUE: SIA Topic A & B</p>
4	2/05	<p>STRATEGY: Ethics, Social Responsibility & Jelly Doughnuts</p> <p>CASES: Introduction to Case Studies</p> <p>MARKETPLACE: Practice Round</p>	#6 and 7		<p>Madonna - Handout (Professor)</p>	<p>Discuss and practice case presentations DUE: SIA Topic C & D</p>

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			<u>Readings</u>	<u>Marketplace</u>	<u>Cases</u>	
5	2/12	STRATEGY: Great Boards MARKETPLACE: Marketplace Q1 Results	#8		WorldCom (Professor & Class)	DUE: SIA Topic E & F <i>Marketplace:</i> DUE: Marketplace Decisions Q1 (Monday, February 11 – 9pm)
6	2/19	STRATEGY: Balanced Scorecard MARKETPLACE: Discuss Q2 Results CASES Presentation #1	#9 and 10		Case: Target (Team #X)	DUE: SIA Topic G & H <i>Marketplace:</i> COMPANY MEETINGS: Executive Briefings DUE: Marketplace Decisions Q2 (Monday, February 18 – 9pm)
7	2/26	STRATEGY: Core & Distinctive Competencies CASES: Presentation #2 MARKETPLACE: Discuss Q3 Results	#11		Case: JetBlue (Team #X)	DUE: SIA Topic I & J <i>Marketplace:</i> COMPANY MEETINGS: Executive Briefings DUE: Marketplace Decisions Q3 (Monday, February 25 – 9pm)
8	3/05	SPRING BREAK				
9	3/12	STRATEGY: Competitive Advantage Customer Service MARKETPLACE: Discuss Q4 Results CASES: Presentation #3	#12 and #13		Case: Chicago Museum (Team #X)	DUE: SIA Topic K & L <i>Marketplace:</i> DUE: Marketplace Decisions Q4 (Monday, March 11 – 9pm)
10	3/19	CASES: Presentation #4 MARKETPLACE: Executive Briefings		Discuss Team Feedback Survey	Case: Pfizer (Team #X)	Feedback Review Session <i>Marketplace:</i> COMPANY MEETINGS: Executive Briefings

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<u>Week</u>	<u>Date</u>	<u>Topic</u>	<u>Readings</u>			<u>Activities/Deadlines</u>
			<u>Readings</u>	<u>Marketplace</u>	<u>Cases</u>	
11	3/26	CASES: Presentation #5 MARKETPLACE: Discuss Q5 results			Case: Hyundai (Team #X)	<i>Marketplace:</i> DUE: Marketplace Decisions Q5 (Monday, March 25 – 9pm)
12	4/02	CASES: Presentation #6 MARKETPLACE: Executive Briefings			Case: Bollywood (Team #X)	<i>Marketplace:</i> COMPANY MEETINGS: Executive Briefings
13	4/09	MARKETPLACE: Discuss Q6 results				<i>Marketplace:</i> DUE: Marketplace Decisions Q6 (Monday, April 08 – 9pm)
14	4/16	MARKETPLACE: Overall Simulation De-Brief Discuss Simulation Results				<i>Marketplace:</i> DUE: Final Report to the Board (written)
15	4/23	MARKETPLACE PRESENTATIONS				
16	4/30	FINAL EXAM				