Text:

Highly recommended:


Required:

Business Week: On newsstands everywhere, every week.

This course is designed primarily as a capstone of your undergraduate program. Towards this end, it integrates the functional skills and concepts you have learned in previous course work, attempting to hone your ability to think logically and analytically about complex circumstances. This is accomplished through the use of cases and the careful examination of current events in the global business environment.

This course is also designed to provide content material regarding various analytical techniques and strategy alternatives. This will also be accomplished largely through the use of current events as illustrations of the topics and tools discussed.

Every attempt will be made to keep the class material as applied as possible. The class schedule is designed around fifteen class meetings.

Grading:

Quiz #1: 20%
Quiz #2: 20%
Team presentation: 25%
Team paper: 25%
Class participation and preparation: 10%

Note: Full credit for class participation and preparation will not be given simply by virtue of the fact that the student attended class. This grade is assigned based on the quantity and quality of the student's participation in class.
Class Schedule:


Week 2: January 22 External Environmental Analysis- Industry characteristics, Industry forces and competitive forces.

Week 3: January 29 Internal Analysis: Strengths and weaknesses, Distinctive competencies and Sustainable competitive advantages. The value chain.

Week 4: February 5 Business level strategy. Pricing and differentiation strategies.

Week 5: February 12 Wrap up of topics covered so far.

Week 6: February 19 QUIZ #1: Short answer, essay over material covered to this point.

Week 7: February 26 Corporate level strategy. Diversification and synergies.

Week 8: March 5 Strategic Organizational design. Control systems and Strategy/structure fit.

Week 9: March 12 Case discussion- TBA

Week 10: SPRING BREAK – NO CLASS MARCH 19TH

Week 11: March 26 Group case presentations (2 groups)

Week 12: April 2 Group case presentations (2 groups)

Week 13: April 9 Group case presentations (2 groups)

Week 14: April 16 Group case presentations (2 groups)

Week 15: April 23th QUIZ #2: In class case analysis. This will require students to draw on all material covered during the course of the semester.

Week 16: April 30th PAPERS ARE DUE. Conclusion and wrap up.

Paper and Presentation description: You will be provided handouts to facilitate the thorough strategic analysis required by both of these assignments. The level of analysis requires that the assignments be due late in the semester after all of the material has been covered. Students should, however, begin work on specific sections of the paper as relevant material is covered in class.

The presentations and papers will be based on publicly traded firms of the team's own choosing. The firms chosen for the presentation and paper may operate within the same industry. For example a group may decide to examine the soft drink industry, doing their presentation on Coke and their paper on Pepsi. Teams should begin immediately to collect relevant information about their firm.