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Fall 9-2004

### MBA 602.01: The Contemporary Organization

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THE CONTEMPORARY  
ORGANIZATION

MBA 602 Syllabus 2004 Section # 01

SYLLABUS  
(Section # 01: Fall 2004)

**COURSE INFORMATION:**

<b>Instructors:</b>	<b>Dr. Clyde Neu</b>	<b>Dr. Gerald Evans</b>	<b>Dr Jeff Shay</b>
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**Class Meetings:**

<b>September 2 – December 16</b>	<b><u>Bldg.</u></b>	<b><u>Room</u></b>
Tuesdays & Thursdays 9:40 AM – 11:00 AM	GBB	L14

**COURSE SUMMARY/TEXT MATERIALS:**

MBA 602 explores the role of business strategy and information systems as integrating themes for the functional areas of business. A resource-based view of strategy is studied in contrast to a market view with illustrations of successful strategy implementation drawn from a variety of emerging, American and global companies. At the same time, the role of information within organizations is studied and compared to the role that organizations themselves play in defining the need for information systems.

The strategy aspect of MBA 602 is designed to introduce students to some of the more significant research and writings on *Business Strategy*. The text, ***Strategy: A View From the Top*** by Cornelis De Kluyver and John Pearce, Prentice Hall, © 2003 will be used in part of the course. In addition, selected articles and cases from ***The Harvard Business Review*** will be assigned to provide students with insights to *Strategy Formulation*. Both are available in the UM Bookstore.

The information systems aspect of MBA 602 focuses on how information technology impacts business strategy. Several articles from ***The Harvard Business Review*** on the topic of how a networked economy impacts the various forces that determine competitive advantage and strategic position within an industry will address this goal. Additionally, we will read other articles that address how technological and societal changes impact how businesses compete.

Several business cases will be used throughout the semester in an “experiential” setting to allow students to apply the concepts covered in the readings. The cases will progress from analyzing a start-up organization to assessing the strategy of a large, well-established company approaching maturity. Some cases will allow students to explore the nature and structure of information systems used to support the chosen business strategy. Finally, the difference between a “Business Model” and the underlying, dynamic nature of a changing “Business Strategy” will be explored.

MBA 602 is one of two “integrated” courses in the MBA curriculum at UM. As such, the strategy and systems employed by Dell Computer Corporation will be covered in detail during the semester as an illustration of these “integration” issues. This analysis will assist students with the development of their own “integrated project” paper in MBA 603, which is scheduled during the first five weeks of spring semester.

**ATTENDANCE:**

This is a graduate level course and part of your grade is based on class contribution. Based on this, our expectations are quite simple: we expect students to attend class.

### **CLASS CONTRIBUTION:**

MBA 602 is intended to be a highly *interactive* class. Students are expected to learn from one another as well as from the instructors and the assigned reading material. Enrollment in UM's MBA program is characterized by a diverse audience of individuals, many with several years of work experience from which unique viewpoints can emerge. Students should use this to their advantage and question other students as well as the instructor.

Your contribution will be evaluated in terms of the value you add to class discussions. Both quality and quantity will be evaluated. This requires not only completing assigned readings but also coming to class with prepared questions and arguments regarding what the assigned reading has tried to convey. The most valuable contribution that students can make comes through integrating assigned readings with what you have learned from other courses with what you have experienced in the outside world. Comments or behaviors that detract from the learning environment will have a significant and negative impact on your grade.

### **ACADEMIC MISCONDUCT:**

Appropriate ethical behavior both in and outside the classroom is required of every student in the MBA Program. It is the responsibility of the student to foster a climate of academic integrity in this course. All written assignments must be completely original.

Academic misconduct includes, but is not limited to the following examples:

- presentation of words or ideas of others without credit to the source;
- submitting work presented in another class for a grade in this class;
- submitting material created/written by someone else as one's own;
- allowing someone to copy or submit one's work as his/her own;
- copying from someone else's exam, homework or written assignment;
- use of direct quotations without quotation marks and without credit to the source;
- failure to provide adequate citations for downloaded research data and material;
- paraphrasing without credit to the source;
- participation in a group project which presents plagiarized materials;
- accepting credit for a group project without doing one's share;

Students caught in an act of academic misconduct will fail this course. Individuals, who are unclear about the proper use and citation of sources, should contact the instructor for clarification. Please consult *The University of Montana's Student Conduct Code* booklet for additional information.

### **EVALUATION:**

Students' final grades in MBA 600 will be based on scores recorded for two midterm examinations, six written case assignments, and class participation. The following weights will apply:

Comprehensive Final:	30%
Class Contribution:	10%
Six Cases (each)	10%

At the end of the semester, letter grades will be assigned based on the **weighted value** of the evaluation measures outlined above:

A	93% and above	C +	77% to 79%
A –	90% to 92%	C	73% to 76%
B +	87% to 89%	C –	70% to 72%
B	83% to 86%	D	Below 70%
B –	80% to 82%		

**WRITING SKILLS:**

This course contains several short written assignments intended to improve students' written communication skills for the more extensive "Integrated Project" assignment in MBA 603 to follow. These written assignments will be graded not only for content, but also for writing style. Students will be provided with a document titled **Comments on Writing Style** with guidelines for preparing written assignments. Writing skills worthy of publication are expected of MBA students at The University of Montana; students will not receive "A" grades if these skills are not evident.