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Fall 9-1-2001

### BADM 446.03: Strategic Management

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**BADM 446  
BUSINESS STRATEGY**

**SYLLABUS**

The course objective is to expose the student to the elements of business strategy in traditional and special contexts, especially those found in contemporary situations. Although there are some fundamentals which must be learned, a premium is placed on creativity and soundness of thinking. Naturally, the use of professional grammar, spelling and syntax in written submissions is expected.

Components of the course and their respective grade weights are:

A Term Project (by Team)	25%
B Paper Gurus, Authors and Thinkers	15%
C Issues & Concepts Test. Closed Book. Essays	20%
D Short Final. Closed Book	20%
E Class Participation*	20% + (extra credit)

- Class Participation will consist of general involvement and performance in explaining sections of the reading assignments in the text as assigned to teams.
- At appropriate times classes will be suspended and meeting held with individual teams to assess progress, hear about future plans, etc. Thus this is not a term assignment permitting massive effort as the course concludes. Peer evaluations of team members are voluntary.
- It is recommended that each student maintain a list of Major Issues & Business Concepts which will be noted or only referred to in class from time to time. The research and understanding of these items will greatly assist in preparing for the test

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**FALL 2001  
STRATEGIC MANAGEMENT  
BADM 446**

Tu & Th 8:10- 9:30 AM GBB 222

**SYLLABUS**

Week	Week Of	Topics	Readings*
1	9/2/01	Introduction, Learning Theory	Ch 1
2	9/9	Strategic Management & Business	Ch 2
3	9/16	Chapter Topics	Ch 3&4
4	9/23	"	Ch 5
5	9/30	"	Ch 6
6	10/7	Gurus, Authors & Thinkers- Submit	
7	10/14	Organizations	
8	10/21	Organizations	
9	10/28	Test - Issues & Concepts	
10	11/4	Business & Civil Society	
11	11/11	International	Ch 8
12	11/18	International	**
13	11/25	Managing Change	
14	12/2	Managing Change	
15	12/9	Implementing Strategy	
16	12/16	Short Final	

\*All Readings from Hill & Jones

\*\*Begin weeks of Group Project Presentations

## PROJECTS

Term projects will be assigned to Groups from the following lists of companies or subjects. The projects are to be completed and submitted prior to the first class the week of November 18. Presentations will commence that week per a schedule to be determined in class.

Companies: The team shall first analyze the firm and develop a case type description of the status of the firm and special circumstances or recent major change. Second, a strategy shall be developed by the team to provide the best chance for future success. Creativity and sound thinking is expected.

The companies are;

LTV	Kmart
GE	Borders
Enron	AT&T

No strategies are immediately evident for any of these firms and thus no obvious "right" answer exists.

Subjects: The assigned team for each topic is expected to perform the necessary thorough research (with citations - the Web and written articles, books, etc are all expected to be sources). The end result will be a professionally prepared paper and then a class presentation.

The subjects are:

-Cyberterrorism, the Vulnerabilities and Countermeasures for Governments and Corporations.

Examples) -Fundamentals of Strategic Innovation in Mature Industries (With

-Corporate Size - Is Bigger Better?

Companies. -How Business Strategies Vary With Size For Small, Medium and Large

## GURUS, AUTHORS & THINKERS

The following is a list of people who have influenced business practice either directly or indirectly through new economic thinking. Each student will be assigned one name. On the day of first class, week of 10/7/01, submit a one sheet, single spaced and typed (12 Font) report.

The report will explain, in a brief phrase, who the author is and characterize his field or interests. Explain the author's views as exemplified by a particular book or article you have reviewed. Close with one sentence explaining your impression or response.

Quality and originality of viewpoint and thinking will count heavily as well as content, Grammar, syntax and spelling.

Jagdish Bhagwati

Kenichi Ohmae

Peter Drucker

Tom Peters

John Kotter

Paul Samuelson, Jr.

Marshall McLuhan

Elton Mayo

Regis McKenna

Frederich Taylor

Charles Darwin

Rosabeth Moss Kanter

Henry Mintzberg

Charles Handy

Adam Smith

David Ricardo

Karl Marx

Frederich Engels

John Gray

David A. Kolb

Abraham Maslow

Plato (The Myth of the Cave, applied to Business)

Submissions will be reproduced, spiral bound in sets and distributed to the class.