



**University of International Business and Economics
International Summer Sessions**

MGT 410: Business Strategy

Term: July 10th – Aug 4th, 2017

Instructor: Prof. Shali Wu

Home Institution: Kyunghee University (韩国庆熙大学)

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Class Hours: Monday through Friday, 120 minutes each day (2,400 minutes in total)

Office Hours: TBD

Teaching Assistant: TBD

Email: TBD

Discussion session: 2 hours each week

Total Contact Hours: 64 contact hours (45 minutes each, 48 hours in total)

Credit: 4 units

Course Description

This course is a capstone course that focuses on strategic management, which is not only important for business majors, but is also crucial for social sciences, humanities, international studies, and a number of other majors. It focuses on the strategic challenges confronting firms which compete in the global economy. A firm's strategy is its "theory" of how to gain competitive advantage and compete successfully in the marketplace. Strategic management is the process that managers, especially executives, develop and implement a firm's strategy. In fast-changing and increasingly competitive environments, firms face numerous strategic issues in functional, business, and corporate levels. These strategic issues may generate from outside of the firm or from the inside. In this course, we will learn how to formulate and implement strategies to deal with these strategic issues.

Course Objectives

- To provide students with an understanding of the role of strategy making process in business organizations, as well as in an increasingly multicultural and technological society.
- To Understand the role of the external and internal environment in strategic decisions
- To analyze contemporary business cases by utilizing the knowledge of marketing, accounting, finance and operations.
- To enhance the understanding of the strategy management through "real world" and global business case analyses.

Required Textbook

Dess, G. G., McNamara, G., & Eisner, A. B., 2016. *Strategic management: Text and cases* (8th ed.). New York: McGraw Hill.

Suggested Course Materials:

Current news in global strategy: Periodicals and newspapers such as the *Economist*, *Business Week*, *Fortune* Magazine, *Wall Street Journal* and *Financial Times* can be helpful.

Teaching methods

This course is taught using a combination of the lecture and student participation methods. The class will participate in several in-class exercises intended to reinforce the concepts discussed in the lectures and in the text. It is imperative that you actively participate in these discussions. We will cover approximately 1 chapter each class, plus supplementary readings as listed and augmented as the course progresses.

Grading Policy

Assignments and examinations will be graded according to the following grade scale:

90-100

A– 85-89

B+ 82-84

78-81

B– 75-77

C+ 72-74

68-71

C– 64-67

60-63

F below 60

In this course, grading will be based on the following:

Attendance + class participation	20
Tests	30
Midterm exam	20
Final paper	30
TOTAL	100

* Final paper must be at least 3,000 words in length, which can be topics in relevant to strategy management. Topics should be agreed by the professor. Journal articles and specialist books on the topic, in Chinese or English, are both suitable sorts of reference. The paper must consult at least six sources, and they must be listed.

Academic Integrity

Students are responsible for knowing policy regarding academic honesty.

The University of International Business and Economics (UIBE) expects students to be honest in their academic work. Academic dishonesty is viewed as a serious violation of university rules and such misconduct is not accepted by academic community. In particular, students must refrain from plagiarism, cheating and collusion in connection with examinations, submitting substantially the same piece of work to different classes and must fully acknowledge all the sources of ideas and all assistance received in work submitted to the instructor for evaluation. Violation of the rules of academic honesty may lead to suspension or disqualification of the student from further study at UIBE.

General expectations

Class starts on time. It is in your best interest to be punctual. Late arrivals to class will not be admitted. Nor are you allowed to leave the class early.

Class attendance is required. Students may miss no more than 3 classes for the entire course. Only valid medical or family emergencies qualify as an absence, and documentation of the same must be presented to the professor no later than the next class meeting. Any missed class without authorized reason (such as a documented health problem) beyond the allowed 3 sessions will lead to the exclusion of the student from the class, and a failing grade.

*Tentative Course Schedules

DATE	TOPICS	CH	REMARKS
July 4	Syllabus, Course overview, and introduction on development of strategy around the globe	1	
July 5	Chapter 1: Strategic management: Creating competitive Advantages Case: Robin Hood case	2	
July 6	Chapter 2: Analyzing the External Environment of the Firm Case: Casino Industry	3	
July 7	Read Chapter 3: Assessing the Internal Environment of the Firm Case: Nintendo	4	
July 11	Chapter 4: Recognizing a Firm's Intellectual Assets Case: Zynga	4	
July 12	Test 1 (Chapter 1-4)	5	

July 13	Chapter 5: Business-Level Strategy Case: McDonalds	6	Test 1 returned
July 14	Chapter 6: Corporate-Level Strategy Case: Ann Taylor	7	
July 18	Chapter 7: International Strategy Case: Weight Watchers		
July 19	Midterm Exam	8	
July 20	Chapter 8: Entrepreneurial Strategy and Competitive Dynamics Case: Dippin Dots	9	Midterm exam returned
July 21	Chapter 9 Strategic Control & Corporate Governance Case: American International Group		
July 25	Test 2 (Chapter8-9)	10	
July 26	Chapter 10: Creating Effective Organizational Designs Case: Johnson & Johnson	11	Test 2 returned
July 27	Chapter 11: Strategic Leadership Case: Yahoo!	12	Topic for Final Paper due

July 28	Chapter 12: Managing Innovation and Fostering Corporate Entrepreneurship Case: Backers Beware: Kickstarter Is Not a Store		
August 1	Test 3 (Chapter 10-12)		
August 2	EXPERIENTIAL EXERCISE 1		Test 3 returned
August 3	EXPERIENTIAL EXERCISE 2		Final paper due
August 4	Final paper presentations and wrapping up		

*While this syllabus should provide you with an outline of the course, grading criteria and a tentative schedule, please note that the instructor reserves the right to modify this syllabus and schedule as deemed necessary.