

# Syllabus for MGMT 4890-02 - Business Policy and Strategy – Fall 2020

**Instructor:** Carl Horn, MBA  
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**Class Meets:** Online September 9, 2020 – November 24, 2020 and there will be (7) Zoom synchronous meetings throughout the quarter

## Text:

Strategic Management: *Text and Cases* - Dess, McNamara, and Eisner, 9th Edition.  
The Publisher is McGraw Hill, ISBN-13: 978-1259813955

## Course Purpose:

Some firms outperform others despite very similar opportunities and risks. When the business environment is dismal, certain corporations remain profitable while others fail. Good policy and strategy explain some of this phenomenon. Together, we will endeavor to examine strategic analysis, formulation, and implementation to improve our performance and value in today's business world. I spent nearly 40 years in the business world. My goal is to share the experience with you and help improve your personal value to your prospective future organization.

## Background:

Strategic management is a required course of all students graduating from major business schools around the world. It requires you to learn to integrate the material such as organizational management, human resource management, leadership, economics, accounting, financial management, production, information systems, marketing, and business ethics, which you have been exposed to the past few years. This course equips you with tools and techniques to apply and see how each of these very different disciplines come together.

## Ethics:

You should author your own work and give credit when quoting the work of others. Your thoughts and writing may be better than others. Test taking means NEVER seeking unauthorized assistance. Plagiarism and cheating are abhorred and will provide sufficient grounds for dismissal and failing the class. Make sure to reference your sources (APA in preferred).

## Assignments

Assignment	Points
Personal Introduction	10 pts.
4 Team Case Analyses	50 pts each = 200 pts.
1 Individual Case Analysis	50 points
3 Quizzes	100 pts each = 300 pts.
Current Event Presentation	75 pts.
Discussion Posts	125 pts.
Final Project Paper Segment 1	40 pts
Final Project Paper Segment 2	50-pts
Final Paper	150 pts
Total possible	1,000 pts

## Assignment Description

### Personal Introduction

During the first week of the course, post a video on Canvas that introduces you to the class. Include your name, degree specialization, anticipated graduation date and hobbies. The presentation should be no more than two slides and no longer than 5 minutes.

### Team Case Analyses / Writeups

There will be four separate team case analyses in our course. The cases are from our text. You will be assigned to a team and your team will jointly prepare answers to the questions, and make a team submittal on Canvas. The writeups should be between 400 and 700 words. Include a word count at the end of the writeup.

### Individual Case Analysis

You will each submit a case analysis for a case from our text. The writeup should be between 400 – 700 words. Include a word count at the end of the writeup.

### Quizzes – Strategy Analysis, Strategy Formulation, Strategy Implementation

There will be 3 quizzes which will cover the lectures, video's and required readings from the text. Complete the quiz on your own on Canvas.

### Current Event

Once during the course, you will be asked to make a 3–7minute presentation, 2 – 4 slides, for a current event from the business world. Tie in concepts we are learning from the course. You will make this presentation on Zoom to our class. You will be responsible for submitting your presentation on Canvas before the day your presentation will occur.

### Class Discussions

We will have five synchronous Zoom meetings where we will discuss the textbook readings. The topics which we will discuss will be posted on Canvas prior to the Zoom meetings. Send the instructor an email if you are going to be absent from any of these meetings. Your grade will be based on the quality of your discussions.

### Final Project Research Paper

As a Research Associate at the Blackstone Group, a large consulting firm, you have been asked to prepare a research paper on a **publicly traded company** you are interested in. This paper is about analyzing the company's internal functioning, its resources and capabilities (qualitative and quantitative) and comparing it to its competitors.

#### Segment 1 of Final Project

Submit a paper (200-300 words) that includes your selected company, which industry they are part of, and their products and services. Include a word count at the end of your paper.

#### Segment 2 of Final Project

Submit a paper (300 – 500 words) which describes the structure (e.g. organizational design, global presence, key executives) of your company and how the company has performed in the past and currently. Include a word count at the end of your paper.

#### Final Submittal

Submit your final paper (1200 – 1500 words, excluding references) which includes an in-depth analysis of your company's competitors, and a forward-looking recommended strategy for the company's executives and board of directors. This strategy should be based on what you've discovered in your research and in class. Utilize appropriate citations and references (APA is preferred). Include a word count at the end of your paper.

## **Grading Scale**

Your total points translate into a letter grade as follows:

<b>Grade</b>	<b>Points</b>
A	960-1000
A-	930-959
B+	870-929
B	830-869
B-	800-829
C+	760-799
C	720-759
C-	660-719
D	600-659
F	<600

Your grade in this course will be determined based on your performance both in absolute terms and relative to your peers (i.e. fellow students). In the past, the average grade for this course has been in the B+ range. Some students have done better and some worse.

→ In order to earn a passing grade, you are expected to complete ALL projects and assignments on time. **Late assignments will be accepted no later than one day after the due date, but they will be subject to a 10% penalty.**

*Extra credit will not be given under any circumstances. Your success or failure in this course is your responsibility.*

## Course Schedule

Week	Topic / Zoom Meetings	Required Reading	Assignments / Due Date
Week 1 9/9 – 9/20	Strategy Introduction, Team Formation, Syllabus Review <b>Zoom Meeting 1 - 9/9 4:30 – 5:30</b>	Chapters 1,2	Personal Introduction / 9-13 Final Project Segment 1 / 9-20
Week 2 9/21 – 9/27	Strategy Analysis – External Environment <b>Zoom Meeting 2 - 9/23 4:30 – 5:30</b>	Chapter 3, Robin Hood Case	Team Case Writeup 1 - Robin Hood Case / 9-27
Week 3 9/28 – 10/4	Strategy Analysis – Internal Environment	Chapter 4, WWE Case	Team Case Writeup 2 – WWE Case / 10-4 Quiz 1 / 10-4
Week 4 10/5 – 10/11	Strategy Formulation – Business Level <b>Zoom Meeting 3 – 10/7 4:30 – 5:30</b>	Chapter 5	Current Event Presentation / 10-7 ( <b>During Zoom Meeting -3</b> )
Week 5 10/12 – 10/18	Strategy Formulation – Corporate Level <b>Zoom Meeting 4 – 10/14 4:30 – 5:30</b>	Chapter 6, Campbell Case	Team Case Writeup 3 – Campbell Case / 10-18
Week 6 10/19 – 10/25	Strategy Formulation – International Strategy	Chapter 7	Quiz 2 / 10-25 Final Project Segment 2 / 10-25
Week 7 10/26 – 11/1	Strategy Implementation - Governance & Org Design <b>Zoom Meeting 5 – 10/28 4:30 – 5:30</b>	Chapter 9, 10 Greenwood Resources Case	Individual Case Writeup Greenwood Resources Case / 11-1
Week 8 11/2 – 11/8	Strategy Implementation - Leadership <b>Zoom Meeting 6 – 11/4 4:30 – 5:30</b>	Chapter 11, Apple Case	Team Case Writeup 4 – Apple Case / 11-8
Week 9 11/9 – 11/15	Strategy Implementation - Innovation	Chapter 12	Quiz 3 / 11-15
Week 10 11/16 – 11/24	Final Project <b>Zoom Meeting 7 – 11/18 4:30 – 5:30</b>		Final Project Paper / <b>11 - 24</b>

**Note: Syllabus may be updated during the quarter**

### Academic Resources:

- Library and Learning Commons (<http://www.seattleu.edu/learningcommons/>)  
(This includes: Learning Assistance Programs, Research [Library] Services, Writing Center, Math Lab)
- Academic Integrity Tutorial (found on Canvas and SU Online)

### Academic Policies on Registrar website

(<https://www.seattleu.edu/redhawk-axis/academic-policies/>)

- Academic Integrity Policy
- Academic Grading Grievance Policy
- Professional Conduct Policy (only for those professional programs to which it applies)

### Notice for students concerning Disabilities

If you have, or think you may have, a disability (including an 'invisible disability' such as a learning disability, a chronic health problem, or a mental health condition) that interferes with your performance as a student in this class, you are encouraged to arrange support services and/or accommodations through Disabilities Services staff located in **Loyola 100, (206) 296-5740**. Disability-based adjustments to course expectations can be arranged only through this process.

## Office of Institutional Equity

Title IX of the Education Amendments of 1972 (Title IX) prohibits discrimination based on sex in educational programs or activities that receive Federal financial assistance. This prohibition includes sexual misconduct, which encompasses sexual harassment and sexual violence. Seattle U remains committed to providing a safe and equitable learning, living, and working environment. Seattle U offers emergency, medical, and other support resources, as well as assistance with safety and support measures, to community members who have experienced or been impacted by sexual misconduct.

Seattle U requires all faculty and staff to notify the University's Title IX Coordinator if they become aware of any incident of sexual misconduct experienced by a student.

For more information, please visit <https://www.seattleu.edu/equity/>. If you have any questions or concerns, you may also directly contact the Title IX Coordinator in the Office of Institutional Equity (**email:** [oi@seattleu.edu](mailto:oi@seattleu.edu); **phone:** 206.296.2824) University Resources and Policies