

University of North Texas at Dallas
Fall 2013
Syllabus

BUSI 5190 ADMINISTRATIVE STRATEGY (3 Hrs)

Division of Business and Public Leadership

Course Information

<i>Course Number/Section</i>	BUSI 5190/090
<i>Term</i>	Fall 2013
<i>Days & Times</i>	TU 7:00PM - 9:50PM
<i>Classroom</i>	DAL2 213

Professor Contact Information

<i>Professor</i>	Dr. Banu Goktan
<i>Email Address</i>	banu.goktan@unt.edu
<i>Office Location</i>	DAL2 317
<i>Office Hours</i>	M 9-10am, 1-2pm, Th 10-2pm

Course Description

A capstone course providing the integration of functional areas, requiring students to determine policy at the general- or top-management level. Students address strategic organizational problems and optimization of the total enterprise. Lectures, case analysis and special topics.

Student Learning Objectives:

The specific objectives of BUSI 5190, Administrative Strategy, are:

1. to develop your capacity to think strategically about a company, its present business position, its long-term direction, its resources and competitive capabilities, the caliber of its present strategy, and its opportunities for gaining sustainable competitive advantage;
2. to build your skills in conducting strategic analysis in a variety of industries and competitive situations and, especially, to provide them with a stronger understanding of the competitive challenges of a global market environment;
3. to give you hands-on experience in crafting business strategy, reasoning carefully about strategic options, using what-if analysis to evaluate action alternatives, and making sound strategic decisions;
4. to acquaint you with the managerial tasks associated with implementing and executing company strategies, drill them in the range of actions managers can take to promote

competent strategy execution, and to develop your confidence in being able to function effectively as part of a company's strategy-implementing team;

5. to integrate the knowledge you gained in earlier core courses in the business school curriculum; to illustrate how the various pieces of the business puzzle fit together, and demonstrate why the different parts of a business need to be managed in strategic harmony for a company to operate in winning fashion;
6. to develop your powers of managerial judgment, to build your skills in assessing business risk, and improve your ability to create results-oriented action plans; and to make more conscious about the importance of exemplary ethical principles, sound personal and company values, and socially responsible management practices.

Required Textbooks and Materials

Dess, G., Eisner, A., Lumpkin, G.T., and McNamara, G. (2012). *Strategic Management: Creating Competitive Advantages*, 6th ed., McGraw-Hill Higher Education.

http://www.coursesmart.com/IR/1508993/0077439570?_hdv=6.8

eText: ISBN-10 0077439570, ISBN-13 9780077439576

Print: ISBN-10 0077439562, ISBN-13 9780077439569

Simulation:

<http://www.glo-bus.com/tour/Students.html>

<u>Company</u>	<u>Registration Code</u>
Company A	36137-BGN-A
Company B	36137-BGN-B
Company C	36137-BGN-C
Company D	36137-BGN-D
Company E	36137-BGN-E

Blackboard

You will need a Blackboard account for this class. This will be the method of communication. I will post information about the course and grades on blackboard.

Grading Scale

A= 90-100%

B= 80-89

C= 70-79

D= 60-69

F= 59 and below

Tentative Point Distribution

Case Write up and Presentation	15%
EXAM	60%
Simulation Report	25%

Course Policies

Class Attendance

For the class to work well and for you to benefit from it, attendance and preparation for each class meeting is essential.

Participation

Starting on the second day of absence without a college approved excuse, 2% of the total points for the course will be deducted for each class missed.

Simulation and Simulation Report

Each group will run their own company and compete with each other in this strategy game applying strategy concepts discussed in class. You will be graded based on how you perform as a team (which will be assessed based on stock price, sales volume, ROA...etc.), how you craft your strategy, consistency of your strategy and your actions. At the end of the simulation, you will submit a report (10 pages, double-spaced, 1-inch margins, times new roman). Report should consist of:

1. Your company's mission statement
2. Your generic strategy (read both chapter 5 from text book and section 12 of team member guide)
3. How you implemented your strategy in functional areas (marketing, r&d etc.).
4. Summary of your overall performance (based on metrics such as ROA, Sales, Stock price...etc).
5. What are the reasons behind your success/failure? If you had a chance, what would you have done differently?
6. If there were two more rounds, how would you proceed?

In order for me to grade you fairly, you will submit a peer evaluation form where you will evaluate each other's performance.

Case Write-up

Students will select one case from the book and analyze the case using the guidelines provided in the book. Each case write-up should be approximately 2 double spaced pages. Please use the theories, tools and information when making arguments rather than common sense. I would like to see the reflection of what you have learned in class in your write-up. You will be graded based on your use of course related knowledge and adherence to the format. Each student will submit their case write-up on the day of the presentation. No late submissions will be accepted.

Exam

Exam will consist of short answer, essay and multiple choice type questions.

Extra Credit

None

Students with Disabilities (ADA Compliance)

The University of North Texas Dallas faculty is committed to complying with the Americans with Disabilities Act (ADA). Students' with documented disabilities are responsible for informing faculty of their needs for reasonable accommodations and providing written authorized documentation. For more information, you may visit the Office of Disability Accommodation/Student Development Office, Suite 115 or call Laura Smith at 972-780-3632.

Academic Integrity

Academic integrity is a hallmark of higher education. You are expected to abide by the University's code of conduct and Academic Dishonesty policy. Any person suspected of academic dishonesty (i.e., cheating or plagiarism) will be handled in accordance with the University's policies and procedures. Refer to the Student Code of Conduct at http://www.unt.edu/csrr/student_conduct/index.html for complete provisions of this code.

Student Evaluation of Teaching Effectiveness

The Student Evaluation of Teaching Effectiveness (SETE) is a requirement for all organized classes at UNT. This short survey will be made available to you at the end of the semester, providing you a chance to comment on how this class is taught.

Bad Weather Policy

On those days that present severe weather and driving conditions, a decision may be made to close the campus. In case of inclement weather, call UNT Dallas Campuses main voicemail number (972) 780-3600 or search postings on the campus website www.unt.edu/dallas. Students are encouraged to update their Eagle Alert contact information, so they will receive this information automatically.

Course Outline

This schedule is subject to change by the instructor. Any changes to this schedule will be communicated by Blackboard e-mail.

DATE	LECTURE TOPIC
Sept. 3	Introduction Team Assignments Chp. 1 – Strategic Management
Sept. 10	Chp. 2 – Analyzing the external environment of the firm
Sept. 17	Chp. 3 - Assessing the internal environment of the firm
Sept. 24	Chp. 5 – Business level strategy Chp. 6 – Corporate level strategy
Oct. 1	Chp. 7 – International strategy
Oct. 8	Chp. 9 – Strategic control and corporate governance Chp. 10 – Creating effective organizational design
Oct. 15	EXAM 1 (in class)
Oct. 22	Simulation Practice Round 1 – due at 8:00 pm Simulation Practice Round 2 – due at 10 pm
Oct. 29	Simulation Round 1
Nov. 5	Case Presentations Simulation Round 2
Nov. 12	Case Presentations Simulation Round 3
Nov. 19	Case Presentations Simulation Round 4
Nov. 26	Simulation Round 5
Dec. 3	Simulation Round 6
Dec. 10	Simulation Report due