

**UNIVERSITY OF NORTH TEXAS
DALLAS CAMPUS**

ADMINISTRATIVE STRATEGY

Course Information

<i>Course Number/Section</i>	BUSI 5190/090
<i>Term</i>	Spring 2013
<i>Days & Times</i>	M 7:00PM - 9:50PM
<i>Classroom</i>	DAL2 337

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>	Monday: 5:30pm – 7:00pm Wednesday: 8:00am – 2:00pm* Thursdays: 9:30am - 10:00am; 1:00pm - 2:00pm

*Office hours will be moved from Wed. to Tuesday (the day before) for the following days: Feb. 27, March 27, April 24, May 8.

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

Rothaermel, F.T. (2013). Strategic Management, Concepts and Cases. McGraw-Hill Higher Education.

Simulation:

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

Company	Registration Code
Company A	32827-BGN-A
Company B	32827-BGN-B
Company C	32827-BGN-C
Company D	32827-BGN-D

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

Mini Case Presentation	10
10 Chapter Quizzes	100
Essay Exam	100
The Strategist Book Report	30
Simulation Performance	60

TOTAL

300 Points

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.

Mini Case Presentation

Each student is expected to read the assigned mini case and make a 30 minute presentation in class. This presentation requires additional research on the assigned case. Each student is expected to come to class prepared to discuss the case.

10 Chapter Quizzes

There will be 12 chapter quizzes available and each student is required to take 10 of them.

Essay Exam

There will be one essay type exam during the semester.

Participation

Starting on the second day of absence without a college approved excuse, 10 points will be deducted from the total grade for each class missed.

Book Report

Each student is expected to read the book titled “The Strategist: Be the Leader Your Business Needs” and write a 5 page (double spaced) report on the book. Students will be graded based on their understanding of the book and their ability to critically evaluate the material covered in the book.

Simulation

Each group will run their own company and compete with each other in this strategy game applying strategy concepts discussed in class.

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
Jan. 14	Introduction Team Assignments
Jan. 21	MLK DAY – NO CLASS
Jan. 28	Chapters 1 & 2
Feb. 4	Chapters 3 & 4
Feb. 11	Chapters 5 & 6
Feb. 18	Chapters 7 & 8
Feb. 25	Chapters 9 & 10 Simulation Practice Year 6
March 4	Chapters 11 & 12 Simulation Practice Year 7
March 11	SPRING BREAK – NO CLASS
March 18	EXAM 1
March 25	Simulation Year 6
April 1	Simulation Year 7
April 8	Simulation Year 8 and 9
April 15	Simulation Year 10 and 11
April 22	Simulation Year 12 and 13
April 29	Pre-Finals Week Simulation Year 14 and 15
May 6	Final Examinations Strategist Book Report Due