

UNIVERSITY OF NORTH TEXAS AT DALLAS

SCHOOL OF BUSINESS

ADMINISTRATIVE STRATEGY

Course Information

<i>Course Number/Section</i>	BUSI 5190/010
<i>Term</i>	Fall 2016
<i>Days & Times</i>	Hybrid Saturday 9:00 am – 11:50 pm
<i>Classroom</i>	DAL2 243

Professor Contact Information

<i>Professor</i>	Dr. Banu Goktan
<i>Email Address</i>	banu.goktan@untdallas.edu
<i>Office Location</i>	DAL2 317
<i>Office Hours</i>	Tuesday & Thursday 9:30am – 12:30pm

Course Description

A capstone course that provides the integration of functional areas of business and requires students to determine policy at the general- or top-management level. Students address strategic organizational problems and optimization of the total enterprise.

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 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;
3. 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;
4. 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;
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;

- 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

Dess, G., Eisner, A., Lumpkin, G.T., and McNamara, G. (2012). *Strategic Management, 7th ed.*, McGraw-Hill Higher Education.

ISBN-13: 978-0077636081

ISBN-10: 0077636082

Required Simulation- GLO-BUS

GLO-BUS Registration Procedure — Industry 3

<https://www.glo-bus.com/>

It is important that *each student* register for a GLO-BUS account. Only registered students have anytime, anywhere access to the information available in the GLO-BUS corporate lobby. Furthermore, only registered students may complete Quiz 1, Quiz 2, and Peer Evaluation online assignments. The name of each registered student will appear in the instructor’s online grade book, and a simulation grade is calculated for the instructor automatically for each registered student.

To register:

- Launch your web browser and go to <http://www.glo-bus.com/>.
- Click the button for **New Students** at the top-left.
- Enter your **Company Registration Code** (codes will be assigned during the first week of class). Make sure that you enter the registration code for the company that you have been assigned. The company registration codes are:

4.

<u>Company</u>	<u>Company Registration Code</u>
Company A	49780-BGN-A
Company B	49780-BGN-B
Company C	49780-BGN-C
Company D	49780-BGN-D
Company E	49780-BGN-E
Company F	49780-BGN-F
Company G	49780-BGN-G
Company H	49780-BGN-H

- Complete the brief registration form and click the Continue button at the bottom of the form.
- Select your payment option:

Use a Credit/Debit Card

Then click the **Credit/Debit Card Registration** button on the next page. The registration fee is \$44.95 for each team member. Have a credit/debit card ready. Payment may be made using Visa, MasterCard, Discover, or American Express. Should you not have a credit card, the easiest alternative is to use a teammate or friend's credit card to pay your registration fee and then reimburse him or her by cash or check.

Following registration, you will be directed to your Corporate Lobby page where you can view or download the Player's Guide, view or print the decision schedule, and browse through all the other information links explaining how GLO-BUS works. It is important you spend time reading these information links. It will take about 15 minutes. At your earliest convenience, you and your teammates should decide on a company name and enter it using the link at the top of your Corporate Lobby page.

Blackboard

Blackboard will be the method of instruction and communication for this course.

Grading Scale

A= 90-100%

B= 80-89

C= 70-79

D= 60-69

F= 59 and below

Tentative Point Distribution

6 Chapter Quizzes	6*21 points
Book Review	25 points
GLO-BUS Quiz 1	15 points
GLO-BUS Quiz 1	15 points
GLO-BUS	
Company Overall Score	70 points

TOTAL 250 Points

Course Policies

Chapter Quizzes

There will be 5 multiple choice chapter quizzes. Quizzes can be found under the corresponding course module in Blackboard (Example: Chapter 1 quiz is under Chapter 1 course module). Quizzes are due on the Friday of the corresponding week, 11:59pm and will not be available after the due date.

Book Review

Below you can find a list of books to choose from. No more than 5 students can choose the same book. Please indicate your book preference on the discussion board with the title of the book in the subject line. Students will submit an approximately 3 page (double spaced) critical review of the book. Please provide a short summary of the book (not to exceed 50%) and your critical evaluation. There is no right or wrong answer, you will be graded based on your understanding of the book and your ability to relate the book to topics discussed in the course. Points will be deducted for grammar, writing and citation errors. APA style citation is used in this course. Students are strongly encouraged to use Smarthinking online tutoring or UNT Dallas writing center services. You can find a link to the APA citation guide and Smarthinking.com on Blackboard.

Books to Choose from:

1. Scaling Up: How a Few Companies Make It...and Why the Rest Don't
2. The Art of Strategy
3. Blue Ocean Strategy, Expanded Edition: How to Create Uncontested Market Space and Make the Competition Irrelevant
4. Traction: Get a Grip on Your Business
5. The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail
6. The Founder's Dilemmas: Anticipating and Avoiding the Pitfalls That Can Sink a Startup
7. The Industries of the Future
8. HBR's 10 Must Reads on Strategy

GLO-BUS Quiz 1 & 2

GLO-BUS quizzes are individual assignments. The questions in Quiz 1 are drawn directly from the Participant's Guide.

Quiz 2 tests (1) student's understanding of the information presented in the industry report and competitive intelligence report that is provided after each decision round and (2) student grasp of the various different strategic options they have for improving their company's performance. Several of the questions also involve the financial ratios and credit rating measures used in GLO-BUS.

GLO-BUS Company Overall Score

Company score is automatically calculated and is based on "Average of the Investor Expectation Score" and the "Best in Industry Score". All team members receive the same company overall score, however, your individual score may be affected by your team members' evaluations of your performance and participation in the process. Team member evaluation is assigned to every student via the simulation.

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.

WEEK	DATE	TOPIC
1	Week of October 17	Getting familiar with blackboard Register for Glo-bus and read the user manual <i>Glo-bus Quiz 1 – Oct.23, 11:59 pm</i>
	October 22	In class meeting – Review of Simulation
2	Week of October 24	Chapter 1 – Strategic Management: Creating Competitive Advantages Textbook Chapter 1 Quiz <i>Glo-bus <u>practice</u> rounds Year 6 – due, Oct.26, 11:59 pm</i> <i>Glo-bus <u>practice</u> rounds Year 7 – due Oct.30,, 11:59 pm</i>
3	Week of October 31	Chapter 2 – Analyzing the External Environment of the Firm Textbook Chapter 2 Quiz <i>Glo-bus Quiz 2 - due Nov.2, 11:59 pm</i> <i>Glo-bus round Year 6 – due Nov.6, 11:59 PM</i>
	November 5	In class meeting – Review of key strategy concepts
4	Week of November 7	Chapter 3 – Assessing the Internal Environment of the Firm Textbook Chapter 3 Quiz <i>Glo-bus round Year 7 - due Nov.9, 11:59 PM</i> <i>Glo-bus round Year 8 - due Nov.13, 11:59 PM</i>
5	Week of November 14	Chapter 4 – Recognizing a Firm’s Intellectual Assets: Moving beyond a Firm’s Tangible Resources Textbook Chapter 4 Quiz <i>Glo-bus round Year 9 – due Nov.16, 11:59 PM</i> <i>Glo-bus round Year 10 – due Nov.20, 11:59 PM</i>
6	Week of November 21	Chapter 5 – Business Level Strategy: Creating and Sustaining Competitive Advantages

		<p>Textbook Chapter 5 Quiz</p> <p><i>Glo-bus round Year 11 – due Nov.23, 11:59 PM</i></p>
7	Week of November 28	<p>Chapter 6 – Corporate Level Strategy: Creating Value Through Diversification</p> <p>Textbook Chapter 6 Quiz</p> <p><i>Glo-bus round Year 12 – Nov.30, 11:59 PM</i></p> <p><i>Glo-bus round Year 13 – Dec.4, 11:59 PM</i></p>
8	Week of December 5	<p>Submit book review</p> <p><i>Glo-bus round Year 14- due Dec.7, 11:59 PM</i></p>