

**UNIVERSITY OF NORTH TEXAS
AT DALLAS**

ADMINISTRATIVE STRATEGY

Course Information

<i>Course Number/Section</i>	BUSI 5190/090
<i>Term</i>	Fall 2014
<i>Days & Times</i>	Online
<i>Classroom</i>	Online

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 9-10am, 1-2pm; Wednesday 10am-2pm.

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;

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

The following textbook has been customized for this course:

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

You can locate and purchase the e-book online by following these steps:

1. Go to <http://create.mcgraw-hill.com/shop/>
2. Search for and select book by Title, ISBN, Author, or State/School.

ISBN: 9781308054506

Title: Business Strategy

3. Add the book to your cart and pay using a credit card.

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

5 Chapter Quizzes	5*20 points	100
Case Analysis	5*30 points	150
Critical Review	2*25 points	50
Essay Exam	100 points	100

TOTAL

400 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 will not be available after the due date.

Case Analysis

Each student is expect to choose and analyze 5 cases from the textbook. Students are expected to use chapter 6 as a guideline in conducting their case analyses. Case analyses will be submitted via the Turnitin link available under the Chapter 6 course module.

Essay Exam

There will be one essay type exam during the semester which will be submitted via Turnitin. You can find the Essay Exam link on the left hand side when you log into the course on Blackboard. The articles you need to read for the exam, exam instructions and the Turnitin link are available under this link.

Points will be deducted for grammer, 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.

Critical Review

Students are expected to read the chapter 2 and chapter 3 supplemental reading articles. Students are expected to read the articles in each folder and write a 2 page (double space) summary for each chapter. Students are expected to read summarize, synthesize and critically evaluate the articles. I expect the students to show their understanding of the articles and discuss them.

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	TOPIC
Week of Aug. 25	Getting familiar with blackboard Getting to know class members, information exchange
Week of Sept. 1	Chapter 1 – Strategic Management: Creating Competitive Advantages Complete Chapter Quiz 1 by Sept. 7, 10pm
Week of Sept. 8	Chapter 2 – Assessing the Internal Environment of the Firm Complete Chapter Quiz 2 by Sept. 14, 10pm
Week of Sept. 15	Chapter 2 Supplemental Reading Complete Critical Review 1 by Sept. 21, 10pm
Week of Sept. 22	Chapter 3 – Assessing the External Environment of the Firm Complete Chapter Quiz 3 by Sept. 28, 10pm
Week of Sept. 29	Chapter 3 Supplemental Reading Complete Critical Review 2 by Oct. 5
Week of Oct. 6	Chapter 4 – Business Level Strategy: Creating and Sustaining Competitive Advantages Complete Chapter Quiz 4 by Oct. 12, 10pm
Week of Oct. 13	Chapter 5 – Corporate Level Strategy: Creating Value Through Diversification Complete Chapter Quiz 5 by Oct. 19, 10pm
Week of Oct. 20	Chapter 6 – Analyzing Strategic Management Cases
Week of Oct. 27	Case Analysis
Week of Nov. 3	Case Analysis
Week of Nov. 10	Case Analysis
Week of Nov. 17	Case Analysis
Week of Nov. 24	Case Analysis
Week of Dec. 1	Case Analysis
Week of Dec. 6	Essay Exam Due