

Online Course Syllabus
BPS/ENTP 6310.0W1 – Strategic Management
Naveen Jindal School of Management

Course Information

Course Number/Section BPS/ENTP 6310.0W1
Course Title Strategic Management
Term Spring 2026

Professor Contact Information

Professor Dr. Jun Xia
Office Phone 972-883-5868
Email Address jun.xia@utdallas.edu
Office Location JSOM 4.402
Online Office Hours By appointment via MS Teams
TA Information Please refer course homepage in eLearning

About the Instructor

Please view: [Professor Jun Xia's profile page](#)

Teaching Assistant Information:

Name: Suifang Guo

Email: suifang.guo@utdallas.edu

The teaching assistant will mainly be responsible for:

- providing preliminary technical help to students on accessing eLearning,
- grading student assignments and exams, and
- other course related activities that may require assistance.

Course Pre-requisites, Co-requisites, and/or Other Restrictions

ACCT6201, ACCT6202, FIN6301, MKT6301, OB6301

Course Description

Strategic management consists of the analysis, decisions, and actions that organizations take to create sustainable competitive advantages. The course examines a variety of issues including environmental, competitor, and stakeholder analysis; strategy formulation; and strategy implementation and control. The central role of ethics and corporate governance as well as global issues will be addressed.

Required Textbooks and Materials

Strategic Management: Text and Cases (10th Edition or a latest edition) by Gregory Dess, Gerry McNamara, Alan Eisner, and Seung-Hyun Lee. McGraw-Hill: Boston.

Student Learning Objectives/Outcomes

1. Complete an external and internal analysis of a firm
2. Identify the resources and capabilities of a firm
3. Develop solutions to a firm's strategic issues and appraise its current strategy

4. Integrate skills acquired in finance, accounting, marketing, and MIS courses to create a successful firm strategy
5. Appraise the stakeholders of the firm

Proctored Exams

This course will use [Honorlock](#) – an online exam proctoring tool. To successfully take an exam, you must have a laptop or a desktop computer (no tablets/phones), a web camera with microphone, Chrome browser, a reliable internet connection and your photo ID. You will be prompted to install the [Honorlock Chrome Extension](#) (which you can remove after you finish the test). You will then access the exam within your eLearning course and go through the authentication process. The web camera will monitor you throughout your test.

For additional information, please see the [UTD Honorlock Resources](#) page. Be sure to watch this [How to Use Honorlock Student Guide Video](#) before you take the first exam.

Technical Requirements

In addition to a confident level of computer and Internet literacy, certain minimum technical requirements must be met to enable a successful learning experience. Please review the important technical requirements on the [Getting Started with eLearning](#) webpage.

Course Access and Navigation

This course can be accessed using your UT Dallas NetID account on the [eLearning](#) website. Please see the course access and navigation section of the [Getting Started with eLearning](#) webpage for more information. To become familiar with the eLearning tool, please see the [Student eLearning Tutorials](#) webpage.

UT Dallas provides eLearning technical support 24 hours a day, 7 days a week. The [eLearning Support Center](#) includes a toll-free telephone number for immediate assistance (1-866-588-3192), email request service, and an online chat service.

Communication

This course utilizes online tools for interaction and communication. Some external communication tools such as regular email and a web conferencing tool may also be used during the semester. For more details, please visit the [Student eLearning Tutorials](#) webpage for video demonstrations on eLearning tools.

Student emails and discussion board messages will be answered within 3 working days under normal circumstances.

Distance Learning Student Resources

Online students have access to resources including the McDermott Library, Academic Advising, The Office of Student AccessAbility, and many others. Please see the [eLearning Current Students](#) webpage for more information.

Server Unavailability or Other Technical Difficulties

The University is committed to providing a reliable learning management system to all users. However, in the event of any unexpected server outage or any unusual technical difficulty which prevents students from completing a time sensitive assessment activity, the instructor will provide an

appropriate accommodation based on the situation. Students should immediately report any problems to the instructor and also contact the online [eLearning Help Desk](#). The instructor and the eLearning Help Desk will work with the student to resolve any issues at the earliest possible time.

Academic Calendar

<u>Week</u>	2026	2026	<u>Chapter & Topics</u>
	Begin	Friday	Module I: Strategic Analysis
1	20-Jan	23-Jan	Chapter 1: Strategic Management: Creating Competitive Advantages
			Chapter 2: Analyzing the External Environment of the Firm
2		30-Jan	Chapter 13: Analyzing Strategic Management Cases (team formation)
3		6-Feb	Chapter 3: Assessing the Internal Environment of the Firm
			Chapter 4: Recognizing a Firm's Intellectual Assets
4		13-Feb	Case Study 1 presentation due by Friday
5		20-Feb	Exam 1 (chapters 1, 2, 3, & 4) due by Friday
			Case Study 1 comments due by Friday
			Module II: Strategic Formulation
6		27-Feb	Chapter 5: Business-Level Strategy
7		6-Mar	Chapter 6: Corporate-Level Strategy
8		13-Mar	Chapter 7: International Strategy: Creating Value in Global Markets
			Chapter 8: Entrepreneurial Strategy and Competitive Dynamics
9	Spring break	20-Mar	Case Study 2 Presentation due by Friday
10		27-Mar	Exam 2 (chapters 5, 6, 7, & 8) due by Friday
			Case Study 2 comments due by Friday
			Module III: Strategic Implementation
11		3-Apr	Chapter 9: Strategic Control and Corporate Governance
12		10-Apr	Chapter 10: Creating Effective Organizational Designs
13		17-Apr	Chapter 11: Strategic Leadership: Creating a Learning Organization and an Ethical Organization
			Chapter 12: Managing Innovation and Fostering Corporate Entrepreneurship
14		24-Apr	Case Study 3 presentation due by Friday
15		1-May	Exam 3 (chapters 9, 10, 11, & 12) due by Friday
			Case Study 3 comments due by Friday
16		8-May	Individual Term Projects: Company Analysis due
			Group Term Project: Industry Analysis due
			Peer Evaluation due

Grading Policy

Student performance will be measured through examinations, case analyses, simulation, and project presentations. Other types of evaluation mechanisms may be employed at the discretion of the professor. Late submissions are not accepted.

Weights for Final Grade

Scaled Score Percentage	Letter Equivalent
92 – 100 %	A
90 – 91 %	A-
88 – 89 %	B+
82 – 87 %	B
80 – 81%	B-
78 -79 %	C+
70 – 77 %	C
Less than 70 %	F

Course Policies

Make-up exams -	None
Extra Credit -	None
Late Work -	Not accepted
Special Assignments -	None
Team Project Grading-	Team project points will be allocated based on Peer Evaluation
Class Participation -	Participation will be based on the case discussion boards.

Grading and Evaluation

Individual Points	Points
Exam 1	50
Exam 2	50
Exam 3	50
Individual term project: Company analysis	50
Team Points	
Team presentation (case 1)	40
Team presentation (case 2)	40
Team presentation (case 3)	40
Group term project: Industry analysis	50
Academic integrity quiz	10
Peer evaluation	20
Total Points	400

Course Assessments

1. **Team Case Analysis Presentation:** You will be assigned to a group of 4-5 students, and work on the following short case study. Each team will present three cases in the semester. Please use the guidance on eLearning.
2. **Group Discussion Board Postings:** Each group is required to also submit a group presentation. After your group uploads the Narrated PowerPoint Presentation on the Discussion Board, the rest of the class will then comment on it and your team responds to these comments. Your postings as responses to the comments of other classmates' original posting will count toward your grade. The discussion is related to the lecture, readings, and current business news. Each group member will participate in the discussion. That is, your postings must make a contribution – no 'me too' postings.

3. **Peer Evaluation:** You will confidentially evaluate each member of your team, including yourself based on participation and level of contributions.
4. **Online Exams.** Online exams are shown on the course calendar.
5. **Group Term Projects: Industry Analysis:** Students will analyze their selected industry using information from this class. Additional information is available on eLearning.
6. **Individual Term Projects: Company Analysis:** Students will analyze their selected firm using information from this class. Additional information is available on eLearning.

Class Materials

The Instructor may provide class materials that will be made available to all students registered for this class as they are intended to supplement the classroom experience. These materials may be downloaded during the course, however, these materials are for registered students' use only. Classroom materials may not be reproduced or shared with those not in class, or uploaded to other online environments except to implement an approved Office of Student Access Ability accommodation. Failure to comply with these University requirements is a violation of the [Student Code of Conduct](#).

Class Participation

Regular class participation is expected. Students who fail to participate in class regularly are inviting scholastic difficulty. A portion of the grade for this course is directly tied to your participation in this class. It also includes engaging in group or other activities during class that solicit your feedback on homework assignments, readings, or materials covered in the lectures (and/or labs). Class participation is documented by faculty. Successful participation is defined as consistently adhering to university requirements, as presented in this syllabus. Failure to comply with these University requirements is a violation of the [Student Code of Conduct](#).

Class Recordings

Students are expected to follow appropriate University policies and maintain the security of passwords used to access recorded lectures. Unless the Office of Student AccessAbility has approved the student to record the instruction, students are expressly prohibited from recording any part of this course. Recordings may not be published, reproduced, or shared with those not in the class, or uploaded to other online environments except to implement an approved Office of Student Access Ability accommodation. Failure to comply with these University requirements is a violation of the [Student Code of Conduct](#).

Comet Creed

This creed was voted on by the UT Dallas student body in 2014. It is a standard that Comets choose to live by and encourage others to do the same:

“As a Comet, I pledge honesty, integrity, and service in all that I do.”

Academic Support Resources

The information contained in the following link lists the University's academic support resources for all students. Please go to [Academic Support Resources](#) webpage for these policies.

UT Dallas Syllabus Policies and Procedures

The information contained in the following link constitutes the University's policies and procedures segment of the course syllabus. Please review the catalog sections regarding the [credit/no credit](#) or [pass/fail](#) grading option and withdrawal from class. Please go to [UT Dallas Syllabus Policies](#) webpage for these policies.

The descriptions and timelines contained in this syllabus are subject to change at the discretion of the Professor.