

***Online/Blended Course Syllabus  
BPS 6310.MBP – Strategic Management  
Naveen Jindal School of Management***

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**Course Information**

<i>Course Number:</i> BPS 6310.MBP	<i>Title:</i> Strategic Management	<i>Term:</i> Summer 2016
<i>Days &amp; Times:</i> Wed 6:00-10:00	<i>Class Room:</i> SOM 1.217	<i>Lab:</i> SOM 1.211

**Professor Contact Information**

<i>Professor</i>	Dr. Larry Chasteen
<i>Office Phone</i>	972-883-5896
<i>Email Address</i>	<a href="mailto:chasteen@utdallas.edu">chasteen@utdallas.edu</a>
<i>Office Location</i>	JSOM 4.231
<i>Online Office Hours</i>	please refer course homepage in eLearning
<i>TA Information</i>	please refer course homepage in eLearning

**Course Pre-requisites**

ACCT6201, ACCT6202, FIN6301, MKT6301, OB6301

**Course Description**

This is a capstone-level course requiring integration of all fields of business. Students will draw on their broadened awareness of various environmental influences (social and political) to solve business problems. Management alternatives will be examined with an ethical perspective relating policy trends to the strategic planning mode.

The Strategic Management course has been designated a capstone course in business at the University of Texas at Dallas. The purpose of a capstone course is to integrate the learning achieved in individual business courses taken to earn a business degree. The knowledge acquired in finance, accounting, operations, MIS, marketing, and organizational behavior classes will be utilized to study the strategic management of the firm as well as the responsibilities of the general manager. Students will participate in a simulation that requires taking into account multiple decision-making factors while balancing all sectors of the firm's environment.

**Student Learning Objectives/Outcomes**

1. Analyze the external environment of a firm.
2. Assess the resources and capabilities of a firm.
3. Identify the stakeholders of the firm, assess the firm's current strategy, and design ethical strategic responses
4. Integrate skills acquired in FIN, ACCT, MKT, and OB courses to create a successful generic strategy
5. Improving skills in oral and written communication.

## Required Textbooks and Materials

### Required Texts

- Dess, Lumpkin, & Eisner, *Strategic Management: Creating competitive advantages* (7th edition). McGraw-Hill: Boston. ISBN- 978-0-07-763608-1

### Required Materials

- Capstone Foundation - [www.capsim.com](http://www.capsim.com) . Industry ID is F79258 or F79259

Textbooks and some other bookstore materials can be ordered online through Off-Campus Books <http://www.offcampusbooks.com> or the UT Dallas Bookstore <http://www.bkstr.com/texasatdallasstore/home>. They are also available in stock at both bookstores.

## 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 <http://www.utdallas.edu/elearning/students/getting-started.html#techreqs> on the Getting Started with eLearning webpage <http://www.utdallas.edu/elearning/students/getting-started.html>.

## Course Access and Navigation

The course can be accessed using the UT Dallas NetID account at: <https://elearning.utdallas.edu>. Please see the course access and navigation <http://www.utdallas.edu/elearning/students/getting-started.html#courseaccessandnav> section of the site for more information.

To become familiar with the eLearning tool, please see the Student eLearning Tutorials <http://www.utdallas.edu/elearning/students/eLearningTutorialsStudents.html>.

UT Dallas provides eLearning technical support 24 hours a day/7 days a week. The eLearning Support Center <http://www.utdallas.edu/elearninghelp> services include 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 eLearning Tutorials webpage <http://www.utdallas.edu/elearning/students/eLearningTutorialsStudents.html> 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 page <http://www.utdallas.edu/elearning/students/cstudents.htm> for details.

### **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 <http://www.utdallas.edu/elearninghelp>. The instructor and the eLearning Help Desk will work with the student to resolve any issues at the earliest possible time.

## Academic Calendar

CLASS	DATE/ LOCATION	TEXT BOOK ASSIGNMENT	SIMULATION
1	5/25 campus	<p>COURSE OVERVIEW</p> <p>Chapter 1- Introduction</p> <p><i>Assignment:</i> Write the Vision, Mission, and Objectives for your company (or previous) – <b>Due at class on 05/25</b></p>	<p><b>DUE BEFORE CLASS ON 05/25</b></p> <ul style="list-style-type: none"> <li>• INTRO TUTORIAL</li> <li>• QUIZ</li> <li>• 1 REHEARSAL ROUND</li> </ul> <p>PR #1 uploaded in class</p> <p>PR #2 uploaded in class</p> <p>PR #3 uploaded by 11 pm on 5/29</p>
2	6/1 campus	<p>Chapter 2 – External Analysis</p> <p>Chapter 3 – Internal Analysis</p> <p>Go over example quiz</p>	<p>PR #4 uploaded in class</p> <p>PR #5 uploaded in class</p> <p>PR #6 uploaded by 11 pm on 6/5</p> <p>peer eval #1 on capsim webpage</p>
3	6/8 campus	<p>Mid-term exam (Chapters 1-3 and CAPSIM)</p>	<p>TEAM SIMULATION DISCUSSIONS</p> <p>DR #1 uploaded by 11 pm on 6/12</p> <p>Email new strategy to Dr. Chasteen before 6/12</p>
4	6/13 eLearning	<p>Chapter 5 - Creating and Sustaining Creating and Sustaining Competitive Advantages</p> <p><i>Assignment:</i> Hostess, p 140 <b>Due before 11 pm on 06/19</b></p>	<p>DR #2 uploaded by 11 pm on 6/15</p> <p>(HR Tutorial and Quiz before DR #2)</p> <p>DR #3 uploaded by 11 pm on 6/19</p> <p>(TQM Tutorial and Quiz before DR #3)</p>
5	6/20 eLearning	<p>Chapter 6</p> <p>Chapter 7</p> <p><i>Assignment:</i> Flip camera, p 178 <b>Due before 11 pm on 06/26</b></p>	<p>DR #4 uploaded by 11 pm on 6/22</p> <p>DR #5 uploaded by 11 pm on 6/26</p>
6	6/27 eLearning	<p>Chapter 9</p> <p>Chapter 10</p> <p><i>Assignment:</i> HP, p 276 <b>Due before 11 pm on 07/03</b></p>	<p>DR #6 uploaded by 11 pm on 6/29</p> <p>DR #7 uploaded by 11 pm on 7/3</p>

7	7/4 eLearning	Chapter 11 + EI  Chapter 13 - CASE ANALYSIS  <i>Assignment:</i> Synthes, p 344 <b>Due before 11 pm on 07/10</b>	DR #8 uploaded by 11 pm on 7/6  peer eval #2 on capsim webpage
8	7/13 campus	GUEST SPEAKER on TI Innovation  Finalize group project topic	SIMULATION PRESENTATIONS IN CLASS
9	7/18 eLearning	Chapter 8  Chapter 12  <i>Assignment:</i> - Google, p 376 <b>Due before 11 pm on 07/24</b>	
10	7/25 eLearning	TEAM PAPER – submit via turn-it-in <b>Due before 11 pm on 07/31</b>	
11	8/3 campus	FINAL EXAM (CHAPTERS 5-13, CAPSIM)  TEAM PRESENTATIONS in class	peer eval # 3 in class

### Grading Policy

Student performance will be measured through examinations, case analyses, project reports, 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

90 – 100	A
87 – 89	B+
80 – 86	B
77 – 79	C+
70 – 76	C
Below 70	F

## Course Policies

<i>Make-up exams -</i>	None
<i>Extra Credit -</i>	None
<i>Late Work -</i>	Not accepted
<i>Special Assignments -</i>	None
<i>Team Project Grading-</i>	Team project points will be allocated based on Peer Evaluation
<i>Class Participation -</i>	Participation will be graded.
<i>Attendance -</i>	Although class attendance is not recorded, you are expected to attend each class and take part in class discussion and exercises. This will determine your participation grade.

## Assessments

The course has the following assessments.

### 1. Class Participation

Class Participation is measured via classroom discussions, and the contributions to the discussion board in eLearning. Contributions to the discussion board must exhibit an understanding and analysis of the information presented.

### 2. Case Assignments

Case Assignments will be made available on eLearning, under the ASSIGNMENTS folder. Locate the appropriate assignment and upload a 1 page essay covering the key issues in the case and how it relates to the material in the chapter.

In addition to the assignment submission, you need to make 2 postings on the discussion board relating to the assignment.

- The first posting would comprise your original opinion on the topic. (This needs to be made by 11 pm Saturday)
- The second posting would comprise a response to another classmate's original posting. (This needs to be made by 11 pm Sunday)

### 3. Team Simulation Project

This is a team based project.

The Foundation simulation is conducted with students organized into teams that represent different firms within an industry. Each firm begins at the same starting point, but progresses based on decisions made by your team. We will have 6 practice rounds (PR) to learn to play the game. Then 8 decision rounds (DR) for your final grade. As the simulation continues, each team will keep a record of decisions made, and the specific strategic reasons for those decisions.

Simulations are fun, but take the competition seriously – there are winners and losers.

When the simulation ends, each team will prepare a presentation that summarizes actions taken during the simulation. Details of the presentation requirements are provided on

eLearning. Each team will then make a presentation to the class. Be able to defend your decisions, actions, and assumptions. Presentations are to be 15 minutes.

Finally, you will confidentially evaluate each member of your team based on their participation and level of contributions. Your score will determine your part of your team's simulation grade.

#### **4. Group Project**

The team's project topic must be finalized by Session 8.

Each part of this assignment (Industry and Company) should be approximately 8 pages *excluding* tables, charts, figures, etc. Teams will also present their results (15 minutes). Additional information would be available on eLearning.

#### **5. Exams**

This course has 2 exams - Midterm & Final.

Both exams consist of multiple-choice questions, essay questions, and case analyses. Exams will be closed book, with 1 page of notes allowed.

The weightage of the above mentioned assessments are as below:

1. Class Participation	10%
2. Case Assignments	10%
3. Simulation Project	30%
Simulation Results – 10%	
Simulation Homework – 10%	
Simulation Presentation – 10%	
4. Group Project	20%
Group Project Paper – 10%	
Group Project Presentation – 10%	
5. Exams	30%
Mid Term Exam – 10%	
Final Exam – 20%	
<b>Total</b>	<b>100%</b>

## **Academic Integrity**

Students in this course suspected of academic dishonesty are subject to disciplinary proceedings, and if found responsible, the following minimum sanctions will be applied:

1. Homework – Zero for the Assignment
2. Case Write-ups – Zero for the Assignment
3. Quizzes – Zero for the Quiz
4. Presentations – Zero for the Assignment
5. Group Work – Zero for the Assignment for all group members
6. Exams – F for the course

## **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.”**

## **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 go to <http://go.utdallas.edu/syllabus-policies> for these policies.

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

## Student Information Sheet

Please complete this form during the 1st class.

1. Name: \_\_\_\_\_

2. What is your job and where do you work?

3. Educational Background (degree and university)

4. Future Plans

5. Any other related information

6. I hereby certify that I have received a copy of the syllabus. I have read and understand the syllabus, and I further certify that I have met the prerequisites as listed above.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_