BUAD 691-4S Global Strategic Thinking (Strategic Management) Online

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Global Strategic Thinking (STRATEGIC MANAGEMENT) ONLINE
BUAD 691-4S: SUMMER 2014 (July 7 to Aug)

Williams College of Business Mission
“We educate students of business, enabling them to improve organizations and society, consistent with the Jesuit tradition”

Class Motto
I Listen, I Forget; I See, I Remember; I Do, I Understand

Course Coordinator: Daewoo Park, Ph.D.
Office: 330 Smith Hall
Phone: 745-2028 (email: parkd@xavier.edu) Office Hr: TBA

Learning Goals – Williams College of Business MBA

Strategic Thinking and Leadership Learning Goal: WCB MBAs will be able to position organizations in chosen market areas, compete successfully, and satisfy stakeholders with the objective of achieving superior organizational performance. Corresponding Objectives: (1) MBA students will demonstrate the appropriate knowledge of accounting, finance, management, marketing, and strategic integration. (2) MBA students will demonstrate the ability to articulate a vision and set and prioritize strategic objectives. (3) MBA students will formulate business strategies utilizing their understanding of the key functional areas of business. (4) MBA students will practice and assess their capacity to influence others, collaborate, and encourage cooperation toward organization goals.

Global Perspective and Cultural Diversity Learning Goal: WCB MBAs will be able to work across cultural boundaries, whether these are geographical or societal, in that they possess a recognition and appreciation of the global environment of business and an understanding and appreciation of diversity. Corresponding Objectives: (1) MBA students will evaluate and integrate economic, political, technological, environmental and societal issues into their decision making and show competencies required to compete in the global environment in their analyses. (2) MBA students will incorporate the concepts of global diversity and inclusiveness in their analyses and decision making.

Ethics and Social Responsibility Learning Goal: WCB MBAs are able to foster an ethical climate in their roles and responsibilities in business and society. Corresponding Objective: MBA students will recognize ethical issues and demonstrate the skills necessary to analyze information and make informed, ethical decisions in complex, conflicting or ambiguous environments or situations.

Critical Thinking Learning Goal: WCB MBAs are able to clarify problems, generate and evaluate alternatives using appropriate analytical and quantitative techniques, and draw conclusions. Corresponding Objective: MBA students will evaluate organizations and recommend optimal strategies and actions demonstrating their ability to understand context, frame problems and use appropriate analytical and quantitative techniques.

Effective Written and Oral Communication Learning Goal: WCB MBAs are proficient in written and oral communication. Corresponding Objectives: (1) MBA students will demonstrate their ability to clearly summarize issues and support decisions in writing. (2) MBA student deliver professional presentations accompanied by the appropriate technology. (3) MBA students demonstrate effective interpersonal communications skills in a team setting.

Prerequisites:
All core courses and final semester in program

Course Description:
This course attempts to understand why some firms achieve their objectives, grow, and attract
resources while others stagnate, go bankrupt, or succumb to hostile takeovers. This course will attempt to provide the foundations of successful general management by focusing on the role, skills, and functions of the chief executive officer and other senior managers. This perspective requires viewing the corporation as a whole and analyzing its relationship with the environment and other organizations. It involves integrating a knowledge of the different functional areas such as finance, accounting, marketing, and organizational behavior/human resource management. To achieve the WCB mission and goals described above, this section of Buad 904 employs the most innovative and challenging learning approaches (Busimulation and Coopetition).

Texts:

Business Strategy Game (BSG) ([www.bsg-online.com](http://www.bsg-online.com)) – watch video tutorials

- Registration Code: 40209-DPK-team letter
- You can choose “entrepreneur” (i.e., individual) option instead of team.

Individual Simulation Project (available from instructor)

Strategic Management Book (The Strategist)

Strategic Management Articles (The Best and Most Popular Strategic Mgmt Articles)

(Articles available from Canvas folder area; [http://canvas.xavier.edu](http://canvas.xavier.edu))

Evaluations:

<table>
<thead>
<tr>
<th>Individual</th>
<th>Individual Simulation Project Review (max. 5 pages)</th>
<th>20 points</th>
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</thead>
<tbody>
<tr>
<td>(Due: 8/11)</td>
<td>You need to summarize what you did/achieved (2 to 4 pages) &amp; what you learned (1 to 2 pages): single spacing</td>
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<thead>
<tr>
<th>Individual</th>
<th>Strategic Management Article or Book Review (max. 5 pages)</th>
<th>20 points</th>
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</thead>
<tbody>
<tr>
<td>(Due: 8/11)</td>
<td>You need to summarize what you read/understand (2 to 4 Pages) and implications for your org/business/future (1 to 2 Pages): single spacing</td>
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</table>

<table>
<thead>
<tr>
<th>Individual</th>
<th>BSG Simulation Quiz 1 &amp; Quiz 2 Score</th>
<th>10 points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Team (max. 4)</td>
<td>BSG Simulation Performance (w/ peer evaluation)</td>
<td>50 points</td>
</tr>
</tbody>
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Total 100 points

The final grade will be determined as follows: A (above 93 percentage) A- (above 89 percentage) B+ (above 85 percentage) B(above 82 percentage) B- (above 79 percentage) C etc.

Cheating of any kind will result in a grade of F for the course: (example) using/submitting case/simulation report from other students (previous or current).

**BSG Simulation Performance** will be determined using the followings: simulation scores and intragroup peer evaluations (team organization: max. 4 members in a team recommended). Entrepreneur option available.
SCHEDULE

7/7  Monday  PRACTICE BSG Yr. 11 (8 pm processing)

7/14 Monday  PRACTICE BSG Yr. 12 (8 pm processing)

7/15  BSG RESET (erasing practice data) – 7/15  6 pm

7/21 Monday  BSG Yr. 11 (8 pm processing)  BSG Quiz 1 Due

7/24 Thursday  BSG Yr. 12 (8 pm processing)

7/28 Monday  BSG Yr. 13 (8 pm processing)

7/31 Thursday  BSG Yr. 14 (8 pm processing)

8/4 Monday  BSG Yr. 15 (8 pm processing)

8/7 Thursday  BSG Yr. 16 (8 pm processing)

8/11 Monday  BSG Yr. 17 (8 pm processing)  BSG Quiz 2 & Peer Eval Due

8/15 FRI  ETS TEST (on campus) – AACSB Requirement for MBA graduates