BUAD 691-D12 Global Strategic Thinking:
Strategic Management: Online Deerfield

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Course Coordinator: Daewoo Park, Ph.D.
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Office Hours: Mon thru Fri 9:30 a.m. to 2 p.m. (also by appointment)

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:
Glo-Bus (GloBus) (www.glo-bus.com) Video Tutorials available
XXX-DPK-team letter

Business Strategy Game (BSG) (www.bsg-online.com) Video Tutorials available
XXX-DPK-team letter

HBR articles

Evaluations:
Individual
Course Attendance and Participation 10 points

Individual
GloBus and BSG Simulation Report (max. 3 pages) 20 points (10 pts each)
A summary of decisions/outcomes (2 pgs) & lessons learned (1 pg)
Due date: Nov 20, 2012
(You can choose either GloBus or BSG for 20 points)

Team (max. 4)
SWOT Analysis PPT presentation – 20 min 15 points
You can choose any target business to analyze (e.g., RedBox, Megabus, Vizio, Skyline Chili, P&G, GE, Starbucks, Dunkin, McDonald’s, Five Guys, HP, local firms, etc.) after class discussion (during 9/13 class)
Team (max. 4)  BSG Simulation Performance    30 points  
(w/ peer evaluation, Quiz 1 and Quiz 2)  
Team (max. 4)  GloBus Simulation Performance    25 points  
(w/ peer evaluation, Quiz 1 and Quiz 2)  

For BSG and GloBus, entrepreneur option available (approval required): You will be the 
only person in your team.

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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 and GloBus Team Simulation Performance will be determined using the followings: simulation 
scores and intragroup peer evaluations (team organization: max. 4 members in a team recommended).

Course/Blackboard Participation/Contribution REQUIREMENT includes active participation based 
on thorough preparation: value-added questions/comments vs. frequency of contacts.

Schedule

<table>
<thead>
<tr>
<th>Date</th>
<th>Activity Description</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>10/2</td>
<td>Course Intro, Simulation Demonstrations &amp; Team Organization</td>
<td></td>
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<tr>
<td></td>
<td>ETS TEST (required for AACSB MBA graduation)</td>
<td></td>
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<tr>
<td>10/9</td>
<td>GloBus Online practice (Yr 6 &amp; Yr 7)</td>
<td>GloBus will be reset on 10/10. Yr 6 processing at 7 p.m. Yr 7 processing at 9 p.m.</td>
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<tr>
<td>10/16</td>
<td>ETS TEST</td>
<td></td>
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<tr>
<td>10/23</td>
<td>GloBus Yr. 6, Yr. 7, Yr. 8</td>
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<tr>
<td>10/30</td>
<td>GloBus Yr. 9, Yr. 10, Yr. 11</td>
<td>GloBus AAR</td>
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<tr>
<td>11/6</td>
<td>BSG Practice (Yr. 11 and Yr. 12)</td>
<td>BSG will be reset on 11/7. Yr.11 processing at 7 p.m. Yr.12 processing at 9 p.m.</td>
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<tr>
<td>11/13</td>
<td>BSG Yr. 11 &amp; Yr. 12</td>
<td>SWOT presentation</td>
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<tr>
<td>11/20</td>
<td>BSG Yr. 13 &amp; Yr. 14</td>
<td>SWOT presentation</td>
</tr>
<tr>
<td>11/27</td>
<td>BSG Yr. 15 &amp; Yr. 16</td>
<td>BSG AAR &amp; SWOT presentation</td>
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