**Sample Syllabus for *Mastering Strategic Management*, v2.0**

PROFESSOR:

OFFICE:

OFFICE HOURS:

# About the Class

Provide overview of class.

# Learning Goals

1. Learn how to think strategically and how to adopt a strategic and entrepreneurial mindset.
2. Learn how to apply models and frameworks to help better understand and improve business performance.
3. Understand the importance of unique firm resources and how they can potentially create a competitive advantage for firms.
4. Understand the decision biases that may adversely impact managerial decision-making.
5. Learn how to integrate knowledge from different areas of business.

**Suggested Activities and grading rubric**

## Grading plan Due Date Percentage of Total Grade

Biographical Sheet (part of contribution grade)

Contribution/ Strategy in the News Some Weeks 10%

PESTEL Presentation (part of group project prep)

SWOT analysis (part of group project grade)

Value Chain Analysis Paper 5%

Exam 1 30%

Schedule Practice Presentation (part of group project grade)

Executive Summary (part of group project grade)

Group Presentations (part of group project grade)

Group (Written) Project Due 25%

Individual Franchise Critique 5%

Exam 2 25%

# Strategies to meet course goals

## Exams

Explain exam forms, suggestions for studying, etc.

# *Contribution*

Ten percent of your final grade will be based on the contributions you make to class. I will take attendance weekly to verify you are contributing to class. So, you can add value by participating in the in-class activities we will have regularly. And, I expect that you come to class prepared, as your responses to in-class activities will provide a portion of your contribution grade. If you miss a class, you will not be able to make up this portion of your grade at a later date. I will also ask for a number of written analyses that will serve as first drafts for your final group project. While these will not be individually graded per se, consistent poor performance on such assignments may result in lowering of your contribution grade. It will be challenging to make a grade of an A on contribution if you miss more than two classes throughout the semester.

On Canvas, you will find a biographical information sheet that I require from each of you. I use this to try and get to know your names as well as learn about topics that you might find the most interesting and relevant. **You must post your ‘Biographical Information’ to the appropriate Canvas dropbox by January 21 or you will lose 5% of your contribution grade.** The quality of information you provide on your biographical information will also serve as part of your contribution grade.

You will present ‘**Strategy in the News’** to the class some weeks either as an individual or as a group. The goal is to create a relevant discussion of strategy-related scenarios from the business world. I encourage you to read The Wall Street Journal in particular (free to Price students) and other relevant publications regularly – this is especially helpful while you are on the job market. Your goal should be to bring interesting, entertaining, and insightful stories to class that illustrate the material covered in class and in the textbook. You are encouraged to present examples of firms that are lesser known. Providing examples of businesses that do not currently exist in Norman but might be successful here is particularly welcome. Simply bring a website or Powerpoint slide or two to class and discus from 1-3 minutes why you find the information interesting and relevant to understanding some aspect of strategic management material covered in class.

***Suggested Individual Writing Assignments***

You will complete two short individual writing assignments to demonstrate your individual abilities to perform strategic analysis and make strategic recommendations. Each assignment is summarized below and additional details are available on Canvas.

Assignment 1: You will provide a one-page analysis examining the value chain of a company that that interests you. Additional details on this assignment are found on Canvas under Assignments.

Assignment 2: You will provide a written critique of one of the final projects. Additional details on this assignment are found on Canvas under Assignments.

Group Project: You will work in a group to identify a business that currently offers a franchising option (but does not currently have a presence in a 20-mile radius of campus) and make a case for why that franchise should open. Your startup capital is limited to $1,000,000 (assume you will have a bank loan at a competitive rate). This portion of your grade is subject to peer evaluation and expert judges. I will provide details on the project throughout the semester and we will have in-class assignments to help you think about critical strategic issues relevant to this project. However, you might start thinking about your potential franchises now as I will not allow the same franchise to be analyzed more than once per class. Franchise selection will be on a first-come first serve basis. ***Your initial franchise selection is due XX. Your final selection is due XX. I must personally approve your final selection.*** I will provide more information on this assignment in.

**Textbook (available in multiple formats)**

The required textbook is available in a number of formats from the publisher. Any format is appropriate for the purposes of class. You will need to read the book to be successful in this class as my questions will sample from book material as well as material I highlight in class.

Ketchen., D.J., & Short, J.C. (2018). *Mastering Strategic Management*. FlatWorld. <https://catalog.flatworldknowledge.com/catalog/editions/ketchen_2-mastering-strategic-management-2-0>

**ACADEMIC INTEGRITY IS A REQUIREMENT FOR PASSING THIS CLASS! YOU MUST PASS ALL PORTIONS OF THE CLASS TO PASS THIS CLASS.**

Insert your and the school’s policies here.

**ATTENDANCE AND BEHAVIOR**

Insert your and the school’s policies here.

**Suggested Timeline**

Week 1 The Best Introduction to Strategic Management Lecture Ever Delivered (Chapter 1 MSM)

Week 2 Leading Strategically (Chapter 2 MSM)/ Bricolage Activity & Presentations

**Biographical Sheet due (5% of contribution grade deduction if not completed on time)**

Week 3 Evaluating the External Environment (Chapter 3 MSM PESTEL)/ Research Kickstart/ Franchise Project Instructions/ **Strategy in the News**

Week 4 Five Forces analysis (Chapter 3) / **Strategy in the News**

Week 5 **PESTEL presentation in class** (Your group will present 3-5 compelling PESTEL trends (citing legitimate non-googled sources) that result in defending the industry you plan to select a franchise from for your project). Bring a 5 minute PowerPoint presentation to class that concludes with the names of 2-3 initial franchises that you are considering based on your work.

Week 6 Managing Firm Resources (Chapter 4 MSM)/ **Strategy in the News**

Week 7 Selecting Business Level Strategies (Chapter 5 MSM)/ SWOT analysis discussion/ Strategy in the News/ **Final franchise selection and 1-2 page SWOT due** (You will present a two-minute pitch of your franchise in class today as well as post a one-page SWOT analysis to Canvas before class/ bring to class)

Week 8 Epic Test 1 Review / **Strategy in the News**

**(Week 8) Value Chain Analysis Paper Due Wednesday, March 4 (Midnight)**

Week 9 **Exam 1**

Week 10 Competitive and Cooperative Moves (Chapter 6 MSM)/ Builderific Day/ **Strategy in the News**

Week 11 Competing in International Markets (Chapter7 MSM)/ **Executive Summary Due in Class**

Week 12 Selecting Corporate Level Strategies (Chapter 8 MSM)/ Organizational Design (Chapter 9 MSM)

Week 13 Leading an Ethical Organization (Chapter 10 MSM)/ Decision Biases (Chapter 10 MSM)/

Week 14 Final Presentations/ **Written Group Franchise Project Due**

**Week 15 Individual Franchise Critique Due (Peer Evaluations also Due)**

Week 16 **Exam 2**

**FREQUENTLY ASKED QUESTIONS**