

COURSE SYLLABUS

BUSA 421: INTEGRATED BUSINESS CONCEPTS: FORMULATING STRATEGIES

Dr. Minjoon Jun

Summer II 2007

TEXT

David, Fred R. (2007). Strategic Management: Concepts & Cases (11th ed.): Prentice Hall.

OFFICE

Office: GU 317

Office Hours: 9:30 - 10:20 a.m. (Tu) and by appointment.

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COURSE DESCRIPTION AND COURSE OBJECTIVES

This course is designed to give the student an opportunity to develop and appreciate conceptual skills as needed by higher level managers in all types of organizations. Emphasis is given to the integration of subject matter from all business courses and other discipline in the discussion and analysis of organizational problems. Subject matter stressed includes decision-making, the planning process, development of organization strategy, formulation of objectives and policies, and the management of "change."

CASES

Group Case Analysis: Each group will be responsible for presenting a case to the entire class and preparing a written case analysis for submission to the instructor. One-half of the project grade will be based on the class presentation, and one-half of the grade will be based on the written analysis.

The presentation should be approximately 30 minutes long. Students are encouraged to use visual exhibits as well as innovative presentation techniques.

The written case analysis can be no more than twelve pages, exclusive of exhibits. Cases will be graded on the clarity of the written presentation, the persuasiveness of the logic, and the relevance and originality of the recommendation.

TERM PROJECT

Each student group is required to submit a term paper. The report is to be about 20 to 25 double-spaced, typewritten pages (plus exhibits). Each group is required to make a 30-minute presentation on their term project, at which time the final report should be turned in.

One-half of the term project grade will be based on the class presentation, and one-half of the grade will be based on the written analysis.

CLASS PARTICIPATION

Individual oral performance is evaluated by the instructor through your ability to contribute to class discussions by answering questions, performing various analyses, and making comments relevant to the assigned material.

GRADING

Exams (2)	50%
Group Case Analysis	20%
Group Term Project	25%
Class Participation	5%

A = 90% +

B = 80% +

C = 70% +

D = 60% +

F = below 60%

OTHER IMPORTANT INFORMATION

Incomplete Grades: Incomplete grades may be given only if a student has passed the first half of the course, and provides evidence of a documented illness or family crisis that the instructor believes genuinely precludes successful completion of the course.

Withdrawals: it is the responsibility of the student to know important dates such as University drop dates. Moreover, it is the responsibility of the student to officially withdraw from any class that he or she intends to drop.

Students with Disabilities: If you have, or believe you have, a disability and would benefit from any accommodation(s), you may wish to self-identify by contacting the Services with Disabilities (SSD) office located at Garcia Annex (phone: 646-6840; TTY:646-1918) to register. If you have already registered, please make sure that your instructor receives a copy of the accommodation memorandum from SSD within the first two weeks of classes. It will be your responsibility to inform either your instructor or SSD representative (in a timely manner) if the services/accommodations provided are not meeting your needs. If you have a condition that may affect your ability to exit safely from the premises in an emergency or that may cause an emergency during class, you are encouraged to discuss any concerns with the instructor or Ms. Jane Spinti, SSD Coordinator. Feel free to call MS. Elva G. Telles, EEO/ADA & Employee Relations Director, at 646-3333 with any questions about the Americans with Disabilities Act (ADA) and/or Section 504 of the Rehabilitation Act of 1973. All medical information will be treated confidentially.

Cheating: Cheating will not be tolerated. Punishment for those caught cheating will be an "F" in the course. The person will also be subject to further sanctions as indicated in the student code of conduct.

CLASS SCHEDULE

<u>DATE</u>	<u>SUBJECT</u>
July 10	Introduction
11	Ch. 1
12	Ch. 1
16	Ch. 2
17	Ch. 3
18	Ch. 3 & PepsiCo (Group 1)
19	Exam I
23	Ch. 4 & Jet Blue Airways (G 2)
24	Ch. 4 & Apple Computer (G 3)
25	Ch. 5 & Dell (G 4)
26	Ch. 5 & Best Buy (G 5)
30	Ch. 6 & Verizon Communications (G 6)
31	Ch. 6 & Harley-Davidson (G 7)
Aug 1	Merck (G 8); Wells Fargo (G 9)
2	Exam II
6	Presentations
7	Presentations
8	Presentations
9	Presentations
13	Presentations