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BADM 446.01: Strategic Management

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FALL 2002
STRATEGIC MANAGEMENT
BADM 446

Tu. & Th. 9:40 – 11:00 AM
Room GBB 222

SYLLABUS

<u>Week</u>	<u>Week Of</u>	<u>Description</u>	<u>Reading*</u>
1	9/1	Intro. Learning to Learn. Teams Assigned	
2	9/8	Strategic Management	Ch 1&2
3	9/15	Chapter Topics	Ch 3&4
4	9/22	Chapter Topics	Ch 5
5	9/29	Chapter Topics	Ch 6
6	10/6	Case Writing – Methodology Startup Business Strategies	Ch 7
7	10/13	Broad Issue Test Small to Mid Sized Business Strategy	Ch 8
8	10/20	Gurus, Authors & Thinkers	
9	10/27	Business & Civil Society Companies in Crises	Ch 2 Post
10	11/3	Group Project Meetings	
11	11/10	Social Responsibility	Ch 3&4 Post
12	11/17	Project Submission	
13	11/24	The Human Factor Strategy Implementation	
14	12/1	Group Meetings	
15	12/8	B2B	
16	12/15	Short Test	

*All readings from Hill & Jones unless marked "Post".

BADM 446 BUSINESS STRATEGY

Objectives

The course objective is to expose the student to the elements of business strategy in the context of both traditional and special situations, especially dealing with contemporary movements and events. Thus, the concepts of Social Responsibility, International Impacts, Corporate Turnaround & Restructure and Human Factors are examined together with exposure to a broad spectrum of the major thinkers and commentators in the field of business.

Course Components

There are five major components of the course in addition to the lectures and readings in the books Strategic Management Theory and Business and Society. The components and their final grade weights are as follows:

- | | |
|---|--------------|
| A. Team Project, Case Development and Study | 30% |
| B. Author/Book Report | 20% |
| C. Broad Issue Test, 2 of 3 Essay Questions, ½ Hour, Closed Book | 25% |
| D. Last Session Test, ½ Hour Multiple Choice/Blanks, Content of Texts and Lectures, Closed Book | 25% |
| E. Class Participation | Extra Credit |

Team Project

Teams will be assigned by the Instructor and given the name of a company with low performance characteristics in its industry. The team will analyze the firm and, as the first part of the assignment, develop a Case describing the circumstances. The second phase will be the development of a Strategic Plan for (hopefully dramatic) improvement of the firm's performance. The assignment is turned in but not presented. Meetings will be held between the team and instructor to reflect on progress and what has been learned to that point. Confidential peer evaluations may be conducted.

Author/Book Report

An author or publication will be assigned to each student for the attached list. On the indicated date a one sheet, typed report, single spaced, 12 Font will be submitted. The report shall explain who the author is, the affiliation and general characteristics, e.g. conservative economist, strategist, originator of the theory of relativity, etc. Choose and explain the author's views as exemplified by a book or articles. Close with one sentence explaining your impression or response.

The papers will be reproduced and a full set handed out to each student at a subsequent session, at which time a random selection will be made and the students involved shall provide a verbal summary of their findings. Quality of the paper submitted will count strongly in grading, and will include the originality of thinking and content as well as grammar and spelling.

AUTHOR LIST

The following list of authors represents a group of luminaries whose views impacted or are currently influencing business practice. In some instances the body of the work must be probed for relevance to Business Strategy.

Jagdish Bhagwati
Kenichi Ohmae
Peter Drucker
Tom Peters
John Kotter
Paul Samuelson, Sr.
Elton Mayo
Rosabeth Moss Kanter
Frederich Taylor
James Bryan Quinn
Henry Mintzberg
Charles Handy
Adam Smith
David Ricardo
Karl Marx
John Gray
The Economist*
David A. Kolb
Abraham Maslow
Charles Darwin
Whitney & Packer (Shakespeare)

*Format will differ. Overall description of coverage, characteristics, style, etc.

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