BADM 780
Strategic Management – Fall 2017

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Online Office Hours: TU 9 pm (following the Collaborate session)

Required Text and Readings
There is no textbook for this class. Instead, we will use articles and cases, most of which you can purchase as a package through a Harvard Business Publishing “Coursepack” that I have assembled. Use this URL to access the Coursepack: http://cb.hbsp.harvard.edu/cbmp/access/57207248. It should cost about $92.95. That price is for all 21 items. You can try to purchase each reading and case individually if you want, but it will cost more. Also, you have the option of purchasing printed versions for an additional fee, but this is not required. There are two articles that are not in the “Coursepack”. I have posted a copy of one in the course content area. The other is available online at http://goodbadstrategy.com/wp-content/downloads/GoodStrategyBadStrategy_Preview.pdf

USD Business School Mission:
Our primary mission is excellence in undergraduate and graduate education that develops successful future business leaders. We deliver high value to our students, employers, and community through distinctive teaching and learning supported by significant intellectual and professional contributions, and meaningful service.

Course Prerequisites
You should have completed 4 other MBA classes prior to taking this course. Please see the instructor for information on registration options if you have not fulfilled the course prerequisites. It is also assumed that you have taken an undergraduate course in Strategic Management (the USD course is BADM 482/582). If you have not had such a course, or if it has been a while since you had such a class, you may want to review a fundamentals textbook on the subject. I have some copies that I can loan on a first-come basis.

Course Overview
This is the capstone course for MBA students. It is designed to help students learn the principles of strategic management and to help you integrate the knowledge you have gained from other courses. Students are required to use their knowledge of topics like finance, economics, accounting, marketing, and management to develop strategic plans that advance the goals of the firm or corporation. This top management view will be reinforced through the use of business cases.

Course Objectives
1. Gather and analyze environmental data for a firm. This includes a critical, in-depth look at both the general and industry environments.
2. Analyze a firm’s internal attributes to identify its competitive advantages and recognize its strategic weaknesses.
3. Demonstrate an ability to use critical thinking skills to integrate this information into a comprehensive view of strategic opportunities.

4. To form a sound, viable, strategic plan at both the firm and corporate levels.

5. To be able to integrate previously learned material into a comprehensive view of the business enterprise.

Program Assessment
The Beacom School of Business strives for continuous improvement in education. To help us do that, we have developed a series of broad learning goals and assessment measures for each goal. This course is designed to help meet the following assessment goals:

- Our graduates will demonstrate knowledge of core concepts in business disciplines
- Our graduates will demonstrate an understanding of the interdisciplinary and integrative nature of business in a global environment
  - Graduates will demonstrate an understanding of strategic integration.
  - Graduates will use critical thinking skills to make strategic decisions in a global environment.

We will use several measures to help us determine if these goals are being met. One is the ETS Standard Field Exam. More information about the exam is found in the Assignment section of this syllabus. There are also questions embedded in your exams which will be used for assessment purposes.

General Course Policies

Reasonable Accommodations
Any student who feels s/he may need academic accommodations or access accommodations based on the impact of a documented disability should contact and register with Disability Services during the first week of class. Disability Services is the official office to assist students through the process of disability verification and coordination of appropriate and reasonable accommodations. Students currently registered with Disability Services must obtain a new accommodation memo each semester.

For information contact:
Ernetta L. Fox, Director Disability Services
(605) 677-6389
http://www.usd.edu/ds/
dservices@usd.edu

Diversity
The University of South Dakota supports an inclusive learning environment where diversity and individual differences are understood, respected, appreciated, and recognized as a source of strength.

Academic Integrity
Learning is best achieved in an environment of trust between students and teachers. Trust can only be earned and maintained if both students and teachers act with integrity. Members of this class shall uphold the following policies:

**Instructor responsibility:** At a very minimum, I am obligated to uphold the Board of Regents and University policy covering *Freedom in Learning* which states: “Under Board of Regents and University policy student academic performance may be evaluated solely on an academic basis, not on opinions or conduct in matters unrelated to academic standards. Students should be free to take reasoned exception to the data or views offered in any course of study and to reserve judgment about matters of opinion, but they are responsible for learning the content of any course of study for which they are enrolled. Students who believe that an academic evaluation reflects prejudiced or capricious consideration of student opinions or conduct unrelated to academic standards should contact Dr. DeVee Dykstra, Associate Dean, at 605-677-5894 to initiate a review of the evaluation.”

Personally, I consider this a very low standard. I intend to encourage a deeper sense of trust by promising to treat students with utmost respect and dignity. I encourage students to think critically about course material and to feel free to challenge prevailing ideas. *I encourage student interaction and debate with the caveat that all parties remain respectful to each other.*

**Student responsibility:** Students also have a minimal level of responsibility as outlined by the Board of Regents and University policy. As stated above, students are responsible for learning the content of any course of study in which they are enrolled. At the heart of academic integrity is the concept that all graded assignments represent the legitimate work of the student(s) submitting them. The most common violation of academic integrity is plagiarism which is defined as using the words and/or ideas of another and representing them to be your own, without proper credit to the author or source.

**All forms of academic dishonesty will result in automatic failure of the course.** You are completing the final stages of your MBA and will soon be leaders in business. I will not send an unethical individual out into a leadership position. I expect, and even demand, the very highest levels of personal integrity and ethical standards from you. You would do well to hold yourself to these same expectations now and throughout your career. Failure to do so will most assuredly lead to personal tragedy.

**Changes**
Occasional changes in the syllabus may have to be made. Changes will be posted in the news area of the course.

**Late Assignments**
Many of the assignments for the class are group assignments. I expect all group assignments to be submitted on time. Late group assignments will not be accepted. While I also expect individual assignments to also be turned in on time, I am willing to make some allowances for extenuating circumstances (e.g. major illness, death in the family, etc.) (Note: your goldfish does not qualify as a family member!)

**Teams**
We will divide the class into 2 different types of teams: case teams and discussion teams. Case teams will have approximately 5 members. (One or two teams may only have 4 or 6 members depending upon
class enrollments.) You will select your own teams. Choose wisely. I strongly recommend choosing teammates with complementary skills. Teams will be utilized for both case analysis and the final alliance/acquisition company analysis. Each team member will also submit a peer evaluation. Discussion teams will combine 2 case groups (approximately 10 members). These groups will contribute to threaded discussions on the course readings.

**Course Activities and Assignment Information** – all assignments will be graded within 10 days of the submission deadline.

**Weekly Lectures (Collaborate Sessions)**
I will present course materials in collaborative sessions. Sessions will be held Tuesday evenings from 7-8:30 pm on the weeks where you have readings. There will not be any sessions on case or exam weeks. I encourage students to attend the sessions live but they will be recorded for those who are unable to attend. PowerPoint slides will be posted in the content area.

**Exams (2) – 100 points each (Individual assignment)**
Exams will cover the readings and material presented in the weekly lecture. They will consist of multiple choice and essay questions. Exams will be open book and will not require a proctor.

**Discussion Forums (8) – 15 points each (Individual assignment)**
There are 8 group discussion weeks corresponding to the course readings. These discussions are intended to explore your thoughts on those readings. You should contribute substantially to your discussion group several times each week. I will provide a starting question or two for the first few weeks to get things rolling. After that, students should generate their own discussion questions. There is not a strict requirement for the number of posts, but I will offer some guidelines. Each student should have at least one post that includes a clear and specific question related to the reading. This can be within an existing thread or be the start of a new one. Other posts should be thoughtful responses to the questions of others or to responses of responses, etc. 300 words of comments is a rough minimum. It can span as few as 2 or 3 comments up to a much larger quantity. I strongly prefer thoughtful and quality comments over sheer volume.

**Cases (3) – 80 points each (Team assignments)**
One of the best ways to learn about strategy is to analyze the actions of existing businesses. The cases are included in the Coursepack.

I will provide a set of questions for each case. Cases often do not have right or wrong answers, only options. Thus case reports are not about reaching a specific, predetermined conclusion. Cases are about critical thinking and being able to justify your decisions. Many strategic leaders often disagree with each other. That is to be expected. **I do NOT want the team to divide the case questions up and have one member answer question #1, another does #2, and so on. All team members should participate in a discussion on how to respond to each question.** I will grade cases based on your depth of thought and rationale. You will be expected to analyze the facts of the case and assess the relative importance of given information. You should be able to identify possible courses of action and the tradeoffs associated with each. You will then be required to make recommendations for future actions, providing sound justifications for your decisions.
Cases are significant assignments and should be treated as such. While there is no specific length requirement, most case reports are usually 1500 – 2000 words and are often supported by charts, graphs, calculations, etc. explaining and/or justifying your analysis and recommendations.

**Case Reading Notes – 10 points each (Individual assignment)**
While cases are group assignments, each individual is also required to submit their personal “reading notes.” Its content is not strictly specified, but can include questions, possible answers to case questions for the group to consider, insights or connections you’ve generated from the reading, etc. These should be created as you read through the case on your own before you get together with your group. They should be roughly 500 – 1000 words in length and should be submitted to the appropriate dropbox folder by **Sunday of the week before the case write-up due dates**. These will be graded largely on an effort basis more than on the quality of the content. However, quality thinking at this stage will certainly influence the quality of your group assignments that will follow, so avoid treating these like busy work.

**Alliance vs. Acquisition Assignment – 50 points (Individual assignment)**
I will provide you with a hypothetical situation and you will provide me with an analysis of whether the two companies should join in an alliance or if one of the companies should acquire the other. More information will be provided.

**Acquisition Assignment – 150 points (Team assignment)**
This assignment will constitute your final exam. In this class we will discuss the corporate strategies associated with strategic acquisitions. In this assignment you will choose a publicly held company and identify an acquisition target. You will do an analysis of potential benefits and problems, provide a financial analysis of potential benefits, and a maximum target price. This assignment is similar to the cases we will do except you will not be handed all the information on a silver platter. You will need to use the internet and library resources to assemble your own set of case facts and information. This makes it more realistic, a bit more fun (in my opinion), but also more challenging. This assignment is similar to a case write up, only bigger. You will have to provide me the relevant information for the acquisition.

**Peer Evaluations – 50 points**
Being a social loafer is about as unprofessional as it gets. At the end of the semester everyone will complete a peer evaluation. If it becomes clear that someone was not a productive and proactive teammate, they will have their scores reduced on any and all assignments that were negatively impacted.

**ETS Exam (maximum 20 bonus points)**
USD uses a nationally standardized exam commonly referred to as the ETS exam to help assess our curriculum and the quality of our program. You are required to take the exam during this class. The exam covers a wide range of business topics including marketing, finance, and strategic management. Given its multi-disciplinary nature, I feel it is inappropriate to include it as part of the grading criteria for this class. For this class your grade is dependent upon the material covered in this course, not other courses. To encourage you to do your best on the exam, I will grant extra credit to those who score above the national average (which is something all of you are capable of doing). More information will be provided later.
### BADM 780 Strategic Management Schedule Fall 2016

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
<th>Reading</th>
<th>Case</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Jan 9 – 15</td>
<td>Class introductions, team formations</td>
<td></td>
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<tr>
<td>2</td>
<td>Jan 16 – 22</td>
<td>What is strategy? Levels of strategy</td>
<td>1, 2</td>
<td></td>
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<tr>
<td>3</td>
<td>Jan 23 – 29</td>
<td>Resources and internal analysis,</td>
<td>3-5</td>
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<tr>
<td></td>
<td></td>
<td>Competitive advantage, competitive dynamics</td>
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<td></td>
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<tr>
<td>4</td>
<td>Jan 30 – Feb 5</td>
<td>External analysis and industry forces</td>
<td>6-8</td>
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<tr>
<td>5</td>
<td>Feb 6 – 12</td>
<td>Blue Oceans and Innovation</td>
<td></td>
<td>National Geographic Case</td>
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<tr>
<td>6</td>
<td>Feb 13 – 19</td>
<td>Exam 1</td>
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<tr>
<td>7</td>
<td>Feb 20 – 26</td>
<td>Pay Pal Case</td>
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<td>8</td>
<td>Feb 27 – Mar 5</td>
<td>Spring Break</td>
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<tr>
<td>9</td>
<td>Mar 6 – 12</td>
<td>Spring Break</td>
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<tr>
<td>10</td>
<td>Mar 13 – 19</td>
<td>International strategies and modes of entry</td>
<td>12, 13</td>
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<td>11</td>
<td>Mar 20 – 26</td>
<td>NFL Case</td>
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<td>12</td>
<td>Mar 27 – Apr 2</td>
<td>Corporate strategies – vertical integration,</td>
<td>14, 15</td>
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<td>13</td>
<td>Apr 3 – 9</td>
<td>Strategic alliances</td>
<td>16, 17</td>
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<td>14</td>
<td>Apr 10 – 16</td>
<td>M &amp; A</td>
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<td>15</td>
<td>Apr 17 – 23</td>
<td>Exam 2</td>
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<td>16</td>
<td>Apr 24 - 30</td>
<td>ETS Exam</td>
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<td></td>
<td>Final Paper Due</td>
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### Assignment Points

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<th>Points</th>
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<tr>
<td>Discussions (8)</td>
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<tr>
<td>Cases (3)</td>
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<tr>
<td>Case reading notes (3)</td>
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<tr>
<td>Alliance/Acquisition</td>
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<tr>
<td>Acquisition</td>
<td>150</td>
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<tr>
<td>Exams (2)</td>
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<tr>
<td>Peer Evaluations</td>
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<td><strong>Total</strong></td>
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### Points % Grade

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<th>Grade</th>
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<tr>
<td>756-840</td>
<td>90 – 100%</td>
<td>A</td>
</tr>
<tr>
<td>672-755</td>
<td>80 – 89.9%</td>
<td>B</td>
</tr>
<tr>
<td>588-671</td>
<td>70 – 79.9%</td>
<td>C</td>
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<tr>
<td>ain’t</td>
<td>60 – 69.9%</td>
<td>D</td>
</tr>
<tr>
<td>happening</td>
<td>0 – 59.9%</td>
<td>F</td>
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Readings

1. What is Strategy?
3. Competitive Advantage
4. Competing on Resources
5. Strategy & Society: The link Between CA and CSR
6. Judo Strategy: 10 Techniques for Beating a Stronger Opponent (in content section in D2L)
7. The Five Competitive Forces that Shape Strategy
9. Blue Ocean Strategy: From Theory to Practice
10. The Innovator’s DNA
11. You Need an Innovation Strategy
12. Managing Differences
13. Distance Still Matters
14. From Competitive Advantage to Corporate Strategy
15. Creating Corporate Advantage
16. When to Ally and When to Acquire
17. Simple Rules for Making Alliances Work
18. Rules to Acquire By
19. The New M&A Playbook
20. Human Due Diligence

Optional Readings:

Cases
1. National Geographic Society
2. Pay Pal
3. Globalization of the NFL