

COURSE SYLLABUS

Strategic Management in China Undergraduate 010303

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Textbook:	<i>Strategic Management</i> , 16th Edition, by Fred David (Pearson)

Course Description

Strategic Management in China (010303) is the integrative course for undergraduate students. This is an exciting, challenging course that focuses on how firms formulate, implement, and evaluate strategies. Strategic-management concepts and techniques are studied. Students use all the knowledge acquired from prior business courses, coupled with new strategic-management techniques learned, to chart the future direction of different organizations. The major responsibility of students in this course is to make objective strategic decisions and to justify them through oral and written communication.

The first part of Course 010303 consists of interactive lectures on strategic-management techniques and a review of general management, marketing, and finance/accounting tools. Special attention is given to the integration of business concepts.

Four-person teams will be formed early in the course. Each team of students will give a 20-minute interactive oral presentation analyzing a real-world business strategy case. The team will need to answer questions from the class during and after the presentation. There is no written report to accompany this presentation, although your team will want to use PowerPoint. Dr. Chen will complete a formal evaluation of the presenting team; a copy of the evaluation form is attached to this syllabus. A fifteen-minute pop test will be given on a certain day around the mid-term.

Course Evaluation

Class participation	20%
Individual written Case analyses	30%
Oral presentation/analysis	30%
Pop test	<u>20%</u>
TOTAL	100%

A 100-point grading scale will be used throughout the course, where A = 90-100, B = 80-89, C = 70-79, D = 60-69, and F = 0-59 points.

Course Guidelines

Attendance is expected and will be recorded at the beginning of each class. More than three absences from class for any reason will result in your final course average being lowered.

Your oral presentation will be graded on two parts: content and delivery, as indicated on the attached evaluation sheet.

Content includes whether your presentation was accurate, complete, specific, detailed, and error free. Were appropriate analytical tools included? Were they correct? Were your recommendations specific? Did you show clearly how your recommendations could be implemented? You need to be specific in all areas, including your IFE Matrix, EFE Matrix, CPM, TOWS Matrix, BCG Matrix, IE Matrix, SPACE Matrix, QSPM, and recommendations. Tell exactly when, how, where, and why your recommendations are appropriate.

Delivery includes whether your case presentation was interesting, lively, special, upbeat, and clear. Were your visual aids readable from the back of the class? Did you use color to highlight points? Were your voice tone, eye contact, posture, and appearance good? Were transparencies, handouts, slides, the blackboard, PowerPoint, or flip charts used to make your oral presentation as interesting and informative as possible? **DO NOT READ ANY PART OF THE PRESENTATION** (except perhaps the mission statement).

Everyone on your team will receive the same final grade on your oral presentation, but a team member peer evaluation will be given on the last day of class to determine whether each member of the team contributed fairly to preparing and delivering the oral presentation. *Each team member will rate each group member (and themselves) on relative contribution made to preparing and delivering the oral case presentation. If you receive a poor rating on this evaluation, your final course average will be lowered one (or more) letter grades.* You should do your fair share of work on preparing and presenting the case analysis.

During each case presentation, the class will ask the presenting team questions, solicit further explanation of any unclear parts of the presentation, point out any mistakes in the analyses presented, comment on the feasibility and thoroughness of recommendations given, and, perhaps, offer counter-recommendations with supporting analyses or information. Helpful criticism, praise, and compliments should be given, as appropriate. Everyone needs to attend class and to participate in these class discussions.

Course Timeline and Assignments:

Week	Day	Topics:
1	Monday Sept. 6	Course introduction
2	Sept. 13	Chapter 1 The Nature of Strategic Management
3	Sept. 18 Saturday	Chapter 2 The Business Vision & Mission Chapter 3 The External Assessment
4	Sept. 27	Chapter 4 The Internal Assessment How to do a case analysis (p357)
5	Oct. 4	No class, National Day holiday
6	Oct. 11	Case discussion: Pinduoduo: Disrupting the Digital Disruptors
7	Oct. 18	Chapter 5 Strategies in Action
8	Oct. 25	Chapter 6 Strategy Analysis & Choice
9	Nov. 1	Case discussion: Cabbeen Fashion: Strategic Decisions under the Pandemic
10	Nov. 8	Chapter 7 Implementing Strategies: Management & Operations Issues
11	Nov. 15	Chapter 8 Implementing Strategies: Marketing, Finance/Accounting, R&D, and MIS Issues
12	Nov. 22	Case discussion: InMobi: An Indian Internet Company Cracking China
13	Nov. 29	Topics: Chapter 9 Strategy Review, Evaluation, and Control Chapter 10 Business Ethics/ Social Responsibility/ Environmental Sustainability
14	Dec. 6	Case discussion: A Socially Responsible Company: What Hong Kong Ferry Has Done and Should Do
15	Dec. 13	Chapter 11 Global / International Issues
16	Dec. 20	Case discussion: The Walt Disney Company: Mickey Mouse Visits Shanghai
17	Dec. 27	Oral presentation

TEAM MEMBER PEER EVALUATION FORM

Do not put your name at the top of this form, but *do* put your name in the spaces provided below. This semester you worked with three other students on preparing a comprehensive case analysis. Please rate yourself and your team members on the relative contribution made to preparing and presenting the case. *Your ratings will be confidential and anonymous.* Be honest on this evaluation.

In rating yourself and your team members, use a one- to five-point scale, where 5 = superior, 4 = above average, 3 = average, 2 = below average, and 1 = really weak. Add the scores to obtain a total score for yourself and the other group members. Put any comments you like on the bottom or back of this page. Fold this sheet when you complete the ratings below. Thank you.

Put your name and your team members' names in the spaces provided, one name at the top of each column.						
Names:						
Ratings:						
On time for all group meetings:						
Helped keep the group cohesive:						
Number of useful ideas contributed:						
Quantity of work done:						
Quality of work done:						
	+	+	+	+	+	+
Add Total Scores Here:						

CASE PRESENTATION EVALUATION FORM

Company:				Date:	
Presenting Team Members:					
Place comments after each rating.	Ratings (circle the appropriate numbers).				
CONTENT	Poor	Below Average	Average	Above Average	Superior
1. Mission Statement	1	2	3	4	5
2. Thoroughness, accuracy, and depth of external analysis	1	2	3	4	5
3. Thoroughness, accuracy, and depth of internal analysis	1	2	3	4	5
4. Identification and evaluation of alternative strategies using matrices	1	2	3	4	5
5. Quality, quantity, feasibility, and relevance of recommendations	1	2	3	4	5
6. Justification and support for recommendations	1	2	3	4	5
DELIVERY					
1. Organization of presentation	1	2	3	4	5
2. Professionalism of presentation	1	2	3	4	5
3. Use of visuals and color	1	2	3	4	5
4. Communication skills of team	1	2	3	4	5
5. Use of time	1	2	3	4	5
6. Handling of questions	1	2	3	4	5
OVERALL EVALUATION:	1	2	3	4	5