

COURSE: BUS 478 Tue. D300
TITLE: Strategy
SEMESTER: Fall 2021 (1217)
CLASSROOM: WMC 3250
WEBSITE: <http://www.sfu.ca/~sheppard/478index.html>

INSTRUCTOR: Jerry Sheppard
 Office: WMC 4387
 Hours: Tue/Thu 10:40-11:20
 Phone: 778-782-4918
 E-mail: sheppard@sfu.ca

Pre-requisites:

Bus. 207, 312, 343, 360 & 374 or 381 & 90 credits.

Objectives

1. Develop a capacity to think strategically about a firm, its business position, how a firm can gain a competitive advantage.
2. Conduct strategic analyses in a range of industries, firms and situations to develop a grasp of the competitive trials of a global environment.
3. Get acquainted with managerial tasks related to strategy formulation, and what managers can do to promote competent implementation.
4. Integrate knowledge from other courses to see how business functions fit together and why all parts of a firm need to be managed in harmony.

Required Textbook

Hitt, Ireland & Hoskisson, *Strategic Management, Competiveness and Globalization, Concepts*, 12th or 13th edition.
 Cengage. ISBN: 9781305502208 or 9780357033838.

Grades

Individual Written Grades	
Strategy Formulation	16%
Integrate- Recommend- Implementation	16%
Written Executive Summary	16%
Individual Participation Grades	
Participation	12%
Presentation Performance	7%
Peer Evaluated Group Contribution	6%
Group Work Grades	
Written Case Synopsis	8%
Case Presentation	10%
Written Executive Summary	10%

Class participation

Group participation and a positive contribution to class discussion are integral parts of the course; *coming to class is not enough!* Attendance accounts but contribution to discussion accounts more. The best way to contribute is to be prepared by reading the material in advance and saying something in class. Keep in mind that the quality of your contribution will also be evaluated.

Individual Analyses & Executive Summary

The Individual firm strategic formulation and implementation analyses as well as the individual Executive Summary will be on **Eosta** (click on "Full Text" at <https://repub.eur.nl/pub/130661/> for the full case). The case is an introduction to the firm; you should do additional research to update and complete, as much as possible, information on the business. Your analyses should use the doc. files linked to "Blank strategy formulation template" & "Blank integration, recommendation and implementation template" available on the Bus. 478 Web page and Canvas.

Group work

You'll form groups of four to six people in the first week. Groups should have folks who have a range of skills, and can work well together.

You will be evaluating others in the group. The average grade for the group is to be 3.1. If you choose not to fill out a grade form, all group members will receive a 3.15.

Groups also write a 5-8 page synopsis of a firm of your choice covering firm history, environment, current state & main strategic challenges. At the term's end groups present a 30-min. analysis of the firm. Groups then have two days to complete a written Executive Summary of their analysis.

Session Breakdown

Most sessions include a short 'Essentials' lecture on main chapter points, a strategy based exercise and / or a case (a 20%, 40% 40% split).

Full lectures of concepts chapters are available online in Power Point if needed. These are Power Point presentations with audio that plays once you start the slide show and, when requested, you have to click 'NEXT' to get to the next point.

Ethical Considerations

You must do your own work on individual assignments. Failure to do so, plagiarism, or insufficient citation may result in a zero for the assignment.

Course Coverage

The onus is on students for discussion; the instructor's role is to facilitate. To this end the goal is to expose you to many organizations and their strategies.

Schedule

	Dates	Topic Detail and Cases	Read	Do
Formulation	Sep. 14	Strategic Management, & Cases	Ch. 1 & Case Power Points	
	Sep. 21	External & Internal Environment, IMI Case & Exercise A: RV 1	Ch. 2 & 3, IMI Case & Exercise A	IMI Case & Exercise A
	Sep. 28	Bus. & Corp Level Strategy, The Toms Case & Exercise RV 2	Ch. 4 & 6, The Toms Case & Exercise B	Tom's Case & Exercise B
	Oct. 05	International & Cooperative Strategy Eosta, & Exercise C (Alpha to Zeta)	Ch. 8 & 9, Eosta & Exercise C	Individual Formulation Analysis for Eosta & Exercise C
	Oct. 12	Competitive Rivalry & Dynamics & The Carlsberg Case	Ch. 5 & Carlsberg Case & Slides	Critique of The Carlsberg Analysis
Integration & Implementation	Oct. 19	Organizational Structure & Controls, Eosta, & Harmless Harvest	Ch. 11, Harmless Harvest	Individual Int-Rec-Imp.* Analysis for Eosta & Harmless Harvest
	Oct. 26	Leadership & the BP Deepwater Horizon Case	Ch. 12 & The Deepwater Horizon Case	Deepwater Horizon Case
	Nov. 02	Restructuring, Eosta & Exercise D: Bayer	Ch. 7 & Exercise D	Individual Exec. Summary for Eosta & Exercise D
	Nov. 09	Corp. Governance & Interface at https://repub.eur.nl/pub/117683	Ch. 10 & Interface	Group Case Synopsis & Interface
	Nov. 16	Strategic Entrepreneurship, Tesla & Exercise E: The Future	Ch. 13 & Tesla & Exercise E	Tesla & Exercise E
Ends	Nov. 23	Case Presentations (Exec. Summary due Nov. 25)		
	Nov. 30	Case Presentations (Exec. Summary due Dec. 02)		
	Dec. 07	Case Presentations (Exec. Summary due Dec. 09)		

- "Int-Rec-Imp." is Integration, Recommendation and Implementation.



Bus 478 Group Selection

COURSE: BUS 478-3

TITLE: Strategy

INSTRUCTOR: Dr. J. Sheppard

Office: WMX 4387

E-mail: sheppard@sfu.ca

NOTES: <http://www.sfu.ca/~sheppard/index.html> Phone: 778-782-4918

Title	Name	Last 4 Digits of Student ID #	Concentration
<i>Chief Executive Officer</i>			
<i>Chief Operations Officer</i>			
<i>Chief Marketing Officer</i>			
<i>Chief Financial Officer</i>			
<i>Chief of Human Resources</i> <i>If you have one</i>			
<i>Chief Information Officer</i> <i>If you have one</i>			

Preferences

<i>First Choice</i>	November 23	November 30	December 7
<i>Second Choice</i>	November 23	November 30	December 7
<i>Third Choice</i>	November 23	November 30	December 7

Comments

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Bus 478 Group Evaluation

Group _____

<i>Grades range from 0.0 - 4.4.</i>	<i>Fill in only the column that applies to your group</i>			<i>Comments</i>
	<i>4 Person Group</i>	<i>5 Person Group</i>	<i>6 Person Group</i>	
<i>Title</i>				
<i>CEO:</i>				
<i>COO:</i>				
<i>CMO:</i>				
<i>CFO:</i>				
<i>CHR:</i>				
<i>CIO:</i>				
<i>Total:</i>	<i>12.4</i>	<i>15.5</i>	<i>18.6</i>	

Formulation Analysis Evaluation

<i>Section of report</i> <i>Range is 0.0–4.4</i>	Form	Content
Mission, Objectives, Goals, stakeholders	<ul style="list-style-type: none"> ◆ Updated Information ◆ Current Mission ◆ Goals & Objectives ◆ Stakeholders 	<ul style="list-style-type: none"> • If case info. needs updating, update it and bring the audience/reader up to speed. • Provide the firm’s current Mission & Goals. • Who’re the stakeholders & what do they want?
General and Industry Environment	<ul style="list-style-type: none"> ◆ Macro Environment (Demographics, Economy, etc.) ◆ Industry Environment (Porter’s 5) ◆ Competitors (top 3 or so) ◆ What are the industry dynamics 	<ul style="list-style-type: none"> • Clearly outline these elements. • Industry dynamics include the likelihood of competitor attack and response and the form these attacks and responses are likely to take given conditions in the environment
Resources and Capabilities / Core Competencies	<ul style="list-style-type: none"> ◆ Resources (Tangible / Intangible) ◆ Capabilities (by Functional Area) ◆ Core Competencies (VIRO) ◆ Performance 	<ul style="list-style-type: none"> • Details will be needed (e.g. you should say “Their physical plant is the most modern and efficient in the industry and it allows them to...” rather than simply listing “physical Plant” under a list of tangible resources).
Business, Corp. and International Strategies	<ul style="list-style-type: none"> ◆ Business Level Strategy ◆ Corporate Level Strategy ◆ International Strategy ◆ Cooperative Strategy 	<ul style="list-style-type: none"> • Tell me what is their: <ul style="list-style-type: none"> - Generic Bus. level strategy is (Cost Leadership, Diff, Focus, etc.) - Corp. level strategy (Conglomerate, Vert. Integration Single bus., etc.) - International Strategy (Global, Transnational, Multidomestic). - Any Joint Ventures, etc.
Average		


Integration, Recommendation and Implementation Analysis Evaluation

<i>Section of report</i> <i>Range is 0.0–4.4</i>	Form	Content
Synthesis	<ul style="list-style-type: none"> ◆ Firm Strengths & Weaknesses ◆ Enviro. Opportunities & Threats ◆ SWOT Matrix ◆ Does the strategy fit the SWOT 	<ul style="list-style-type: none"> • Summarize not only the strengths & weaknesses / opportunities & threats but relate them to each other – how does all that you’ve said so far fit together.
Selecting a Course of Action	<ul style="list-style-type: none"> ◆ Criteria by which you will evaluate a good recommendation. ◆ Recommendation. ◆ Targets and Goals ◆ Evaluation of Recommendations. 	<ul style="list-style-type: none"> • Tell me what challenges a good recommendation will address. • Have a definitive recommendation. • Tell me what are the targets of your recommendations. • Tell me how your recommendations meet your criteria and potential targets.
Implementation	<ul style="list-style-type: none"> ◆ Describe an Action Plan for implementation ◆ Discuss the logic of Action Plan ◆ Are any new organizational structure or controls needed ◆ Criteria to evaluate change success. 	<ul style="list-style-type: none"> • Logical & appropriate Action Plan for implementing your recommendations (1st this, then) • Review any new organizational structure or controls needed • Criteria by which you will evaluate whether the change was successful.
Remaining Considerations	<ul style="list-style-type: none"> ◆ Cover ◆ References ◆ Figures (like organization charts or time lines) ◆ Tables. 	<ul style="list-style-type: none"> • Cover has all the relevant elements (ID’s, Art). • Sufficient consistently properly presented alphabetical references. • Sufficient labeled clearly presented figures. • Sufficient labeled clearly presented figures.
Average		

Executive Summary Outline

<i>Section of report Range is 0.0–4.4</i>	Form	Content
Introduction	<ul style="list-style-type: none"> ◆ Format allows quick access to info. ◆ Compelling statement of interest. ◆ Analysis goals and objectives. ◆ Recommended strategy. 	<ul style="list-style-type: none"> • Explains what the firm does. • There's a compelling interest statement. • Does it note goals of the analysis? • Does it include a recommended strategy?
The Problem or Challenge	<ul style="list-style-type: none"> ◆◆ Opportunities & threats (competitor, industry and macro environment). ◆◆ Strengths & limitations (resources, capabilities & core competencies). 	Clearly discuss these elements: <ul style="list-style-type: none"> •• Opportunities & threats (competitor, industry and macro environment). •• Strengths & limitations (resources, capabilities & core competencies).
The Solution	<ul style="list-style-type: none"> ◆ Obvious & clear action statements. ◆ Clear outline of action steps. ◆ Clear timeline. ◆ Clearly stated goals. 	<ul style="list-style-type: none"> • What do you want to the firm to do? • What steps need to be taken (logical & appropriate action plan for implementation). • How soon do we start; with what steps? • How will we measure success (criteria by which you evaluate success of changes).
Why Now	<ul style="list-style-type: none"> ◆◆ External circumstances driving change. ◆ Internal resources for recommendation. ◆ Compelling statement of urgency. 	Explain: <ul style="list-style-type: none"> •• External circumstances driving change. • Internal resources for recommendation. • Why change now?
Average		

Executive Summary Outline

No more than one page, no cover, citations, or table of contents, no less than 11 point, New Times Roman, no less than ½-inch margins, and 1.25 spacing (in *Word*, Home → Paragraph →  → Line Spacing → Multiple → type in 1.25). Mix any tables and figures into the text as they are mentioned.

INTRODUCTION

- Explain what the firm does.
- There's a compelling interest statement.
- Does it note goals of the analysis?
- Include a recommended strategy?

THE PROBLEM / CHALLENGE

Clearly discuss these elements:

- Opportunities & threats (competitor, industry and macro environment).
- Strengths & limitations (resources, capabilities & core competencies).

THE SOLUTION

- What do you want to the firm to do?
- What steps need to be taken (logical & appropriate action plan for implementation).
- How soon do we start; with what steps?
- How will we measure success (criteria by which you evaluate success of changes).

WHY NOW

Explain:

- External circumstances driving change.
- Internal resources for recommendation.
- Detail the need for change now.