

**Cathy Ferris McPherson**

**Associate Professor**

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Classes: There will be three class sessions held by Blackboard Collaborate Ultra on Wednesdays at 5:30 pm. (Sept 16th, Oct 14th, and Nov 11<sup>th</sup>)

**Attendance is required (If you cannot meet on the assigned dates, you need to contact your professor for rescheduling)**

**Course Description:**

Strategy and Sustainability in Business Decisions is designed for students to develop conceptual and analytical skills needed by higher level managers in all types of organizations. This course focuses on strategy and examines case studies in strategic planning and sustainability for many different types of enterprises and organizations. Emphasis is given to integration of business courses and other disciplines. It includes the strategic management process, situational analysis, decision making in an uncertain environment, and effect implementation of a strategic plan, including organizational design and management while covering a comprehensive case analysis process.

This course should directly precede Buad 401, and the combination of business strategy, sustainable business practices, and stakeholder management.

**Course Outcomes:**

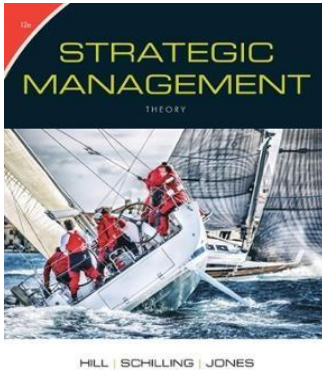
Upon successful completion of this course, the student will be able to:

1. Learn the fundamentals of strategic management in order to analyze the actual business situations from a strategic perspective.
2. Understand development of competitive strategies
3. Perform an internal and external environmental analysis
4. Formulate different levels (functional, business, global and corporate) of strategies
5. Implement strategies in designing organizations structure, culture and controls
6. Develop the ability to think critically and strategically
7. Demonstrate the ability to prepare and orally present an argument
8. Demonstrate an ability to participate in a discussion both as a speaker and as a listener, and to identify and speak appropriately to the audience's needs, interests, and level of understanding.

**Oral Communication:**

This course is designed to meet Mary Baldwin’s “oral competency” requirement. In partial fulfillment of the requirements for, three oral presentations/discussions will be held during the semester through Blackboard Collaborate Ultra. **(See dates above)**

**Resource Materials:**



Hill, Charles W. L., Schilling, Melissa A., & Jones Gareth R. (2017). *Strategic Management: Theory* (12<sup>th</sup> Edition), Boston, MA:  
 Cengage Learning  
 ISBN-10: 1-305-50233-7  
 ISBN-13: 978-1-305-50233-8

*(There are two versions of the textbook. The one with cases is more expensive. You don't need cases for this course).*

Supplemental readings will be provided through Canvas. Students are expected complete all the readings for the corresponding weeks.

**Evaluation:**

End of Chapter Quizzes (20pts each x 10)	200
In-class Presentations (50pts each x 2 + Case Presentation 80pts)	180
Discussion Questions	
Posting & Responses to colleagues on articles (40pts each x 8)	320
Final Exam	200
Senior Assessment	50
Proposal for a Senior Project	<u>50</u>
Total Points	1000

**Final Grades:**

A:	930	-	1000	C+:	770	-	799
A-:	900	-	929	C:	730	-	769
B+:	870	-	899	C-:	700	-	729
B:	830	-	869	D+:	670	-	699
B-:	800	-	829	D:	600	-	669
				F:	0	-	599

**Methods of Evaluation:**

**End of Chapter Quizzes:**

At the end of each chapter, we will have an end of chapter quiz and it will be **due before Sunday midnight**. The quiz will cover information from the assigned chapter. No make-up quizzes will be given in any circumstances. This is an individual quiz that you are not supposed to do it in group or share the questions or the answers with your classmates. For the final grading, the lowest quiz score will be dropped.

**Class Presentations:**

**Presentation:** To fulfill oral competency requirements, you will have three oral presentations. Two of them will be oral presentations of different topics and one will be a case presentation (each presentation will be five minutes long).

**Case Presentation:**

In the first eight chapters of your text, there are Opening Cases and Closing Cases. For this presentation, select a company featured in one of the cases. Conduct some research on the company, beyond what is included in the case; analyze the company's problem, apply the concepts you've learned to date, and provide recommendations based on your analysis.

**Final Exam:**

This will be a comprehensive exam (short essays).

**Senior Assessment:**

This is the Senior Assessment for Business Major students. It is intended to cover topics from accounting, finance, management, marketing and business law and assess your competency across the core business disciplines. There are 80 content questions in multiple choice format. As the department intends this test to be used as a benchmark as well as an overall assessment of your business competency, feedback on your answers to individual questions will not be provided. You will, however, receive an overall grade for the test. You will have 90 minutes to complete the test.

*(NOTE: You don't have to study for this one. We want to assess how our business students are equipped as a result of our undergraduate education.)*

**Proposal for a Senior Project:**

As this course should directly precede BUAD 401 (Senior Thesis/Project), you are asked to create a proposal for a senior project before the end of semester. A sample proposal and required format is available in the Syllabus and Grading Rubrics tab. The following contents should be included in your proposal.

1. An overview of the project you are planning.
2. The research method you intend to use
3. Your work plan - (Break the project into four parts, each of which has a written deliverable)
4. What the finished project should be (e.g., a research report, a business plan, a strategic plan, or any other project.)

**Paper Format/Citing Sources:**

For courses in the undergraduate business program, citation format is expected to follow that of the American Psychological Association (APA) 6<sup>th</sup> edition; the section on general academic writing should be followed. A description of the format may be found at the Owl at Purdue at: <https://owl.english.purdue.edu/owl/resource/560/01/>

A sample research paper in APA format is also available on the Owl at Purdue website at: [https://owl.english.purdue.edu/media/pdf/20090212013008\\_560.pdf](https://owl.english.purdue.edu/media/pdf/20090212013008_560.pdf)

**Late Assignments:**

Classes require regular and timely participation. Late assignments will be penalized by 10% for every 24 hours past the due date. Assignments more than seven days late will not be accepted. Due dates/times are set at Eastern Time. Any variance from this policy must be acknowledged by the Professor by email to the student.

**Due dates and ET Policy:**

**The semester ends on November 20, 2020.** A request for an ET will only be approved if more than 50% of the work for the semester has been submitted at the time of the request.

(Created 7/3/2019; revd 9/6/2019, 6/2020)