

BUSI 5190

Administrative Strategy

Spring 2020

Course Syllabus



Instructor

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Contact Info

Office: BLB 385B – 940.565.3155
Office hours: Mondays 9am to 12pm

Section 001/026/080/086: Is an AOP course running from January 13, 2020 through March 6, 2020

Course Description and Overall Goal:

This capstone course integrates the functional areas of business covered in previous graduate level coursework. The goal is to identify, understand, and determine policy at all levels of organizations. Through online discussions, exams, and a team project, students will gain experience in addressing strategic organizational problems and optimizing the total enterprise.

Required Course Material:

All students must have access to the material in *Strategic Management* by Frank Rothaermel (4th Edition) ISBN 13: 978-1260092370; There will also be an assigned case for purchase for the team case analysis.

Announcements / Communication:

The Canvas course website provides official bulletins and announcements by the instructor. You are responsible for knowing the information there. As always, the instructor accepts and replies to regular e-mail (nolan.gaffney@unt.edu) on any course-related matter.

Emails to the class will be sent through the Canvas LMS. The default email address in the system is your UNT account. Please change your email address to ensure that you receive all class communications.

Course Objectives:

The specific objectives of BUSI 5190, Administrative Strategy, are: (1) to develop your capacity to think strategically about a company, its present business position, its long-term direction, its resources and competitive capabilities, the caliber of its present strategy, and its opportunities for gaining sustainable competitive advantage; (2) to give you hands-on experience in crafting business strategy, reasoning carefully about strategic options; and (3) to integrate the knowledge you gained in earlier core courses in the business school curriculum.

Course Assignments and How They Are Evaluated: Grades will be determined by student performance on both individual and group projects, final grade ranges are: 90–100 = A; 80–89 = B; 70–79 = C; Below 70 = F. **Do not expect a curve. I do not accept late work.** I will post grades in the Canvas class website.

Quizzes (60 points – 10 points each): Six quizzes will be administered during the term via Canvas to assess understanding of the material. Any material covered in the course (required readings, videos, articles, etc.) is fair game. Each quiz will have 30 questions, with questions in either multiple choice or true/false format. Although I cannot monitor the use of your book and notes, you must complete the quizzes without the help of anyone else. You will have 30 minutes maximum to complete the 30 questions, which is sufficient time to complete a quiz of this depth and scope; however, you must pace yourself to complete it in the time allotted. Please keep in mind that you will be unable to “look up” most questions in the text. Most questions will be structured as application questions. Looking for answers in the text will not be a productive use of your time. To do well in this course, you will need to know and understand the material.

Only one quiz attempt is allowed. Furthermore, once the time for the quiz has expired, no more questions may be saved. Questions will be delivered one at a time, with no backtracking, and in random order.

Please be sure to prepare an environment for yourself that is conducive to taking the quiz (i.e., quiet, free from distraction, reliable and consistent internet connection).

Discussion Forums (10 points – 5 @ 2 points each): There will be an introduction discussion forum for team formation purposes and then four discussion forums during the term. For the four discussion forums you will be required to create one original post that answers all my questions and respond to another classmate’s post (choose 1 response from a classmate and respond/comment in a meaningful way on their information) in order to obtain credit. If you do only one or the other, then you will obtain 0 points for that forum. Discussion Forums will be closed after the due date (please refer to the course outline for due dates). To promote a “small class” feel, you will be divided into five smaller discussion groups. Your posts must reflect deep thought and careful analysis of material relevant to the post, readings, and your own research in order to be graded. You are expected to participate in all forums.

Introduction Discussion Board

There is a forum for the students in the course to get to know one another called “Introduction Discussion Forum.” In this discussion, you are asked to reply to my thread, briefly answering the questions I have provided. This will assist you in forming groups for the team case analysis project. To keep this discussion board manageable, please **reply** to my thread to answer the questions. Then feel free to reply to individual student’s threads to encourage them to join in on your group.

Discussion Forums

Part of a useful and effective online course is the additional learning that occurs through meaningful online discussions of the course material. Such discussions, when taken seriously and considered carefully, have the possibility to greatly heighten students’ learning of the material.

One of your assignments is to participate in online discussions, as scheduled on the course outline. To create a “small” class feel, I will split the class into smaller discussion groups. You should expect to work with 10-12 students in each discussion setting (you will participate in the same group throughout the semester).

These online discussions require you to post an ORIGINAL RESPONSE to my question(s) (200 word limit each question) and to REPLY to a response provided by one of your classmates (150-word limit). Your grade on each of the discussions is contingent on both your original posts and a reply post to one of

your classmates' responses. Please see the schedule of topics and assignments.

Your responses will be graded on the **original contribution (with original citations when necessary), meeting the guidelines (including limits), quality, depth, and level of insight**. Keep in mind that posting earlier during the availability window both ensures you complete the assignment and likely gives you the opportunity to make more insightful contributions (i.e., if you are not rushing at the last minute to make a post).

Please do not be offended if I do not reply to your discussion posts. A Discussion Forum post from me is unusual simply due to the volume involved. However, I do personally read and evaluate each post you make, and typically provide individual feedback when grading your posts.

Team Case Analysis (30 points): Teams of 4 to 5 students (depending on enrollment) will submit a 10-15 page (single spaced, 12-point font, 1" margins) written analysis of an assigned case. Additional appendices are allowed but should be directly relevant to the analysis. **Further instructions are posted in Canvas.**

Technical Support: If you experience any technical issues with Canvas please contact the UIT Student Help Desk by phone at 940-565-2324 or via email: helpdesk@unt.edu.

Academic Integrity: UNT's Academic Integrity Policy will be used in the event of academic dishonesty. See this policy at <http://vpaa.unt.edu/academic-integrity.htm>. Use a spell checker and keep grammatical errors to a minimum. **Plagiarism is not tolerated.** Per University guidelines your written work will be submitted to www.turnitin.com or a similar electronic detection method for an evaluation of the originality of your ideas and proper use and attribution of sources. Individuals that plagiarize will be given a zero on the assignment, with possible referral to the college as outlined in the student handbook.

Students with Disabilities: The College of Business complies with the Americans with Disabilities Act in making reasonable accommodation for qualified students with disabilities. If you have an established disability as defined in the Americans with Disabilities Act, are registered with the UNT Office of Disability Accommodation (ODA), and would like to request accommodation, please contact the instructor of this course as soon as possible to arrange accommodation, preferably by email (nolan.gaffney@unt.edu).

Important Notice for F-1 Students: There is no required on-campus experiential component for this course. To comply with immigration regulations, however, an F-1 visa holder within the United States may need to engage in an on-campus experiential component for this course. Because the decision may have serious immigration consequences, if an F-1 student is unsure about his/her need to participate in an on-campus experiential component for this course, he/she should contact the UNT International Students and Scholar Services Office (940-565-2195 or email: internationaladvising@unt.edu) to get clarification before the one-week deadline.

SPOT Evaluation: The SPOT (Student Perceptions of Teaching) is the online student evaluation system for UNT that will be administered in the last few weeks of the term.

Schedule of Topics and Assignments

<u>Topics Covered</u>	<u>Assignments Due</u>
Week 1 – January 13th – 19th	
Ch 1 – What is Strategy Ch 2 – Strategic Leadership	<i>Familiarize yourself with all course materials</i> Intro Discussion Forum – <i>Closes at 1/20 at 8 PM</i>
Week 2 – January 20th – 26th	
Ch 3 – External Analysis Ch 4 – Internal Analysis	<i>Quiz 1 (Chapters 1 & 2) – Due by 1/27 at 8 pm</i>
Week 3 – January 27th – February 2nd	
Ch 5 – Competitive Advantage Ch 6 – Business Strategy	Discussion Forum #1 – <i>Closes at 2/3 at 8 PM</i> Quiz 2 (Chapters 3 & 4) – <i>Due by 2/3 at 8 pm</i>
Week 4 – February 3rd – 9th	
Ch 7 – Business Strategy Ch 8 – Corporate Strategy	Discussion Forum #2 – <i>Closes at 2/10 at 8 PM</i> Quiz 3 (Chapters 5 & 6) – <i>Due by 2/10 at 8 pm</i>
Week 5 – February 10th – 16th	
Ch 9 – Corporate Strategy Ch 10 – Global Strategy	Discussion Forum #3 – <i>Closes at 2/17 at 8 PM</i> Quiz 4 (Chapters 7 & 8) – <i>Due by 2/17 at 8 pm</i>
Week 6 – February 17th – 23rd	
Ch 11 – Organizational Design Ch 12 – Corporate Governance and Business Ethics	Discussion Forum #4 – <i>Closes at 2/24 at 8 PM</i> Quiz 5 (Chapters 9 & 10) – <i>Due by 2/24 at 8 pm</i>
Week 7 – February 24th – March 1st	
Team Case Analysis	<i>Quiz 6 (Chapters 11 & 12) – Due by 3/2 at 8 pm</i>
Week 8 – March 2nd – 6th	
Team Case Analysis	<i>Team Case Analysis – Due by 3/5 at 8 PM</i>

Dates and topics are subject to change: While I do not plan to deviate from the above schedule, unforeseen events may require adjustments.

Additional Information from UNT

Emergency Evacuation Procedures for Business Leadership Building:

Severe Weather In the event of severe weather, all building occupants should immediately seek shelter in the designated shelter-in-place area in the building. If unable to safely move to the designated shelter-in-place area, seek shelter in a windowless interior room or hallway on the lowest floor of the building. All building occupants should take shelter in rooms 055, 077, 090, and the restrooms on the basement level. In rooms 170, 155, and the restrooms on the first floor.

Bomb Threat/Fire In the event of a bomb threat or fire in the building, all building occupants should immediately evacuate the building using the nearest exit. Once outside, proceed to the designated assembly area. If unable to safely move to the designated assembly area, contact one or more members of your department or unit to let them know you are safe and inform them of your whereabouts. Persons with mobility impairments who are unable to safely exit the building should move to a designated area of refuge and await assistance from emergency responders. All building occupants should immediately evacuate the building and proceed to the south side of Crumley Hall in the grassy area, west of parking lot 24.