

Management 495

Professor: Lou Coco

Office: UH 2245

Monday 6:00-9:00 PM

Office Hours: After class and by appointment

Fall 2012

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Room: SH 220

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Required Reading Material:

Dess, Gregory G.T. Lumpkin, Eisner, Alan, *Strategic Management Text and Cases* (6e)
Hardcover

The text can be sourced from the UIC bookstore or any online source such as Barnes and Noble or Amazon.com.

Suggested Reading Material:

Wall Street Journal, Crain's Chicago Business, Advertising Age, Businessweek

UIC Disability Services:

Students and visitors with special needs can see the disability policy located at:

http://www.uic.edu/depts/oar/campus_policies/disability_notification.html

Course Objectives:

- 1.To develop an understanding of and an appreciation for the process of strategy analysis, formulation, and implementation.
- 2.To refine analytical abilities in assessing strategies and policies that impact the long-term success and viability of the firm.
- 3.To further develop the ability to persuasively communicate your analytical position, both verbally and in writing.
- 4.To integrate knowledge gained in other functional areas of business and apply that knowledge to business opportunities faced by companies today.
- 5.To better understand the competitive environment and core competencies of leading Chicagoland companies.

Grading:

Exams (2 @100 Points Each)	200
Quizzes (@ at 20 points each)	40
1 Page Paper	20
Class Participation	40
Case report and presentation	<u>100</u>
Total Points	400

Assignment of letter grade:

A	90% of total points
B	80% of total points
C	70% of total points
D	60% of total points

1 Page Paper

The paper will be due through the semester up to the group presentation classes. The paper will cover a current business related article of any of several approved outside periodicals. The article must pertain to a topic covered in class.

Quizzes:

Quizzes will be given in the first ten minutes of class and may cover major topics of the previous class and major topics from the material due that day. Two quizzes will be given, the dates will be unannounced.

Examinations:

There will be two examinations. Each examination will be comprised of a combination of multiple choice questions and short essay questions. The final examination will be taken from the second half material, it will not be cumulative. The essay questions will be answered by understanding the major concepts of class and would be most effectively answered by introducing case based examples.

A make-up examination will be given only if a student can not attend the regularly scheduled examination for a valid university approved reason. All make-up examinations will be essay question only.

No electronic devices will be permitted during the examination period. No one will be excused during the exam for any reason. For further information on university ethics please see the UIC ethics code.

<http://www.uic.edu/cba/ugrad/Documents/CBAHonorCodestudentresponsibility.pdf>

Class Participation:

Class participation is strongly recommended through the course of the semester. Role will be taken periodically. Missed classes will result in a reduction of the participation grade by five points. Class participation and readiness are not just a function of reading and mastering the basic material. Class participation requires analysis of the competitive environment and a recommendation of action. Many of the business cases require actions based on industry wide and company specific data. Make an intelligent decision and defend that position.

Group Case Presentations:

Students should have developed their group by the third class. Teams will be encouraged to work together through the semester and prepare for the weekly cases. Each team will get the opportunity to lead the class discussion once during the semester. Each team will be comprised of FIVE students.

Each team will choose a company for their final case and presentation. Oral presentations will take place during regularly scheduled class toward the end of the semester. Oral presentations should not last more than 20 minutes. Presentations longer than 25 minutes will be subject to a grade reduction. All team members will be required to participate in the development of the paper and the delivery of the final oral presentation. Teams will be prepared to answer questions from their classmates.

The case should have a stated date in time and solve a specific problem. The case should use the format of analysis, formulation and implementation as well as use tools that were presented during class.

Case Report:

The written report will be due Thursday November 15 by midnight. The grade will be reduced by one full letter grade if it is delivered late. Points will be subtracted for both style and content. Extreme care should be taken to properly site all text, tables, charts and graphs taken from a published source. The final paper should be approximately fifteen pages and closely follow the class presentation.

Class Schedule (Subject to Revision)

Monday August 27	Strategic Management	Chapter 1
Monday September 3	NO CLASS LABOR DAY	
Monday September 10 One Page Paper A-C Case #7 United Way	The External Business Environment	Chapter 2
Monday September 17 One Page Paper D-F Case#8 General Motors	The Internal Business Environment	Chapter 3
Monday September 24 One Page Paper G-H Case #15 Samsung	Intellectual Assets	Chapter 4
Monday October 1 One Page Paper I-J Case #21 Southwest Airlines	Business Level Strategy	Chapter 5

Monday October 8 One Page Paper K-L Case #14 Johnson & Johnson	Corporate level Strategy	Chapter 6
Monday October 15	Mid Term Examination	
Monday October 22 One Page Paper M-N Case #28 Geely Automotive	International Strategy	Chapter 7
Monday October 29 One Page Paper O-P Case #34 Dippin Dots	Entrepreneurial Strategy	Chapter 8
Monday November 5 One Page Paper Q-T Case #32 Jet Blue	Corporate Governance	Chapter 9
Monday November 12 One Page Paper U-W Case #10 McDonald's	Organizational Designs	Chapter 10
Monday November 19 One Page Paper X-Z Case Presentations	Strategic Leadership	Chapter 11
Monday November 26 Case Presentations	Managing Innovation	Chapter 12
Monday December 3 Case Presentations	Final Review	
Monday December 10	FINAL EXAMINATION	