

Course Information

Syllabus

BA 495 COMPETITIVE STRATEGY

Course Introduction

Welcome to BA 495. This is the Capstone Course in the BA program. This is where you try to put everything you learned in the program. This is a 3 credit hour course. You will spend at least 16-20 hours a week working on the course itself, however the time commitment may be more depending on your input, needs, and personal study habits. Students are required to log on to the course a minimum of 4 times a week, but as discussions develop, you will probably log on more often.

Course Description

The focus of this course is on strategic management and business policy formulation and implementation. Strategic management is that set of managerial decisions and actions that determines competitiveness and the long-run performance of an organization. This course is designed as a "capstone" course to aid the student in synthesizing and applying knowledge gained in earlier courses. We will utilize the collective knowledge in the different functional areas of business such as accounting, finance, marketing, management, economics, and information systems. Effectively integrating the activities of these functional areas requires developing a clear sense of the firm's mission, objectives, and strategies to enhance the organization's performance. We will rely heavily on case analysis in order for students to develop conceptual and analytical skills the two key skills needed for developing effective competitive strategy.

Course Objectives**Upon completion of BA 495, students will be able to:**

- To describe strategic issues and policy decisions facing businesses and how current thinking and relevant management literature addresses these issues.
- To refine analytical ability in assessing strategies and policies that determines the long-term success of firms.
- To explain why some firms succeed and others fail.
- To have the ability to analyze internal organizational strengths and weaknesses and external environmental opportunities and threats.
- To provide opportunities for every student to participate in relevant discussions of strategic issues, both individually and as a member of a group.
- To develop and improve written and oral communication skills.

Course Expectations

While the majority of graded components will be completed by the student, this course allows for and encourages collaborative learning. Active participation is expected, as well as sharing of thoughts and problem solving. The asynchronous online format provides flexibility as to when and where you study and interact with the materials, your classmates, and instructor. See the assignment overview page in Course Information to get a sense of the workload and pace for this class.

This course is broken down into an orientation session and seven content topics

that cover essential concepts in strategic management and business policy formulation and implementation. Together they provide the content covered in the quizzes, cases and presentation which will be used for assessment purposes. Each week provides chapter readings supplemented a video that helps to further illustrate how the concepts and issues presented in the readings manifest in contemporary society.

Your participation in this course will take the form of discussions, quizzes, cases and a final presentation. Each assignment addresses objectives and quizzes specifically address the course objectives. You will make use of discussion forums, the quiz tool, the dropbox, and narrated powerpoint to complete all of the course requirements.

Course Structure

Course Introduction

- Welcome
- Syllabus and Course Procedures

Week 1: Strategic and Case Analysis

- Chapter 1: Strategic Management: Creating Competitive Advantages
- Chapter 13: Analyzing Strategic Cases

Week 2: Analyzing the External Environment of the Firm

- Chapter 2: Analyzing the External Environment of the Firm
- Chapter 3: Analyzing the Internal Environment of a Firm

Week 3: Recognizing a Firm's Intellectual Assets

- Chapter 4: Recognizing a Firm's Intellectual Assets
- Chapter 5: Formulation Business Level Strategy

Week 4: Corporate-Level Strategy and International Strategy

- Chapter 6: Corporate Level Strategy
- Chapter 7: International Strategy

Week 5: Entrepreneurial Strategy, Strategic Control and Corporate Governance

- Chapter 8: Entrepreneurial Strategy and Competitive
- Chapter 9: Strategic Control and Corporate Governance

Week 6: Organizational Designs and Strategic Leadership

- Chapter 10: Creating Effective Organizational Designs
- Chapter 11: Strategic Leadership

Week 7: Innovation and Corporate Entrepreneurship

- Chapter 12: Managing Innovation and Fostering Corporate Entrepreneurship

Week 8: Wrap Up

- Final paper and presentation
- Instructor and course evaluations

Required Textbook(s) & Cases

Title: Strategic Management: Creating Competitive Advantages
Author(s): Dess, Lumpkin & Eisner
Publisher: McGraw-Hill
Edition/Year: 6th edition/2012
ISBN-13: 978-0077439569

Ebook Available at CourseSmart:

<http://www.coursesmart.com/strategic-management-creating-competitive/dess-gregory-eisner-alan-lumpkin-g-t-tom/dp/0077439570>

CourseSmart books are compatible with iPad, iPhone and Other Devices.

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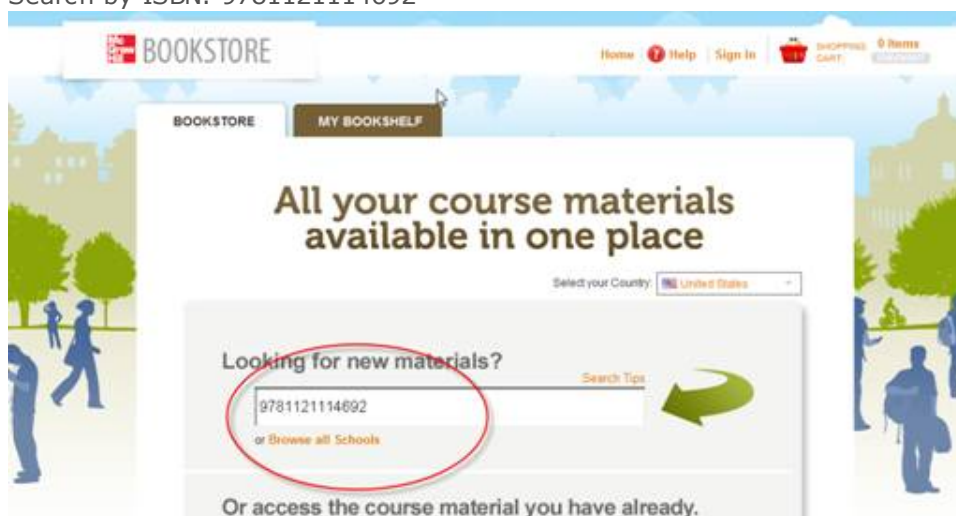
For visual instructions please click

<http://support.coursesmart.com/ics/support/default.asp?deptID=8070>

Cases

You will need to purchase and download cases for this course.

1. Go to the McGraw Hill eBookstore.
2. Search by ISBN: 9781121114692



3. The Case book is called: *BA 495 Business Strategy UIC Online BBA Program*
4. Cost \$5.00.



Course Assessment

Grading Policy

Grades are determined on a **total point basis** (1000 Points). You can access your scores by checking **My Grades** link in Blackboard. Failure to meet deadlines results in a reduction of the assignment points.

The following is a breakdown of where points will originate. It is your responsibility to review your grades regularly. Concerns are to be discussed with the instructor **without delay**.

Assignments

Assignment	# of Submissions	Points per Submission	Total Points
Quizzes	2	50	100
Mid Term	1	150	150
Case Studies	2	Individual (50) Group (100)	150
Industry Analysis	1	50	50
Online Discussion	12	25	300
Final Paper and Presentation			250
Total Points for Course			1000

Grading Scale

Grade	Points	Percent
A	900-1000	90-100%
B	800-899	80-89%
C	700-799	70-79%
D	600-699	60-69%

F	<600	<60%
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Student Honor Code

This course and its associated coursework are being administered in the policies of the University of Illinois at Chicago (UIC) College of Business Administration Honor Code. All students are expected to respect and to uphold the code. See the UIC Student Handbook,

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