

MANA 4395 - Strategic Management

Dr. Brent D. Beal

2014, Spring, Section 001

(Tu/Th, 11-12:15 pm, BUS 153)



1/11/2014 14:31

Week	Date	Topic & Assignments	Due
Week 1	14-Jan (Tue)	MODULE 0: Course Introduction Syllabus and Other Course Documents	--
	16-Jan (Thu)	MODULE 0: Why This Textbook?* Syllabus and Other Course Documents	Due Thu, Jan 23, 11:00 am: Module 0
Week 2	21-Jan (Tue)	MODULE 1: Strategic Management* Text: Chapter 1	--
	23-Jan (Thu)	MODULE 1: Internal Analysis* Text: Chapters 3 & 4	Due Thu, Jan 23, 11:00 am: Module 1
Week 3	28-Jan (Tue)	MODULE 2: External Analysis* Text: Chapter 2 Assigned Readings (see Module 2 folder on Blackboard)	--
	30-Jan (Thu)	MODULE 2: External Analysis Class Discussion <i>Class Discussion: Thu, Jan 30, 11:00 am - 12:15 pm</i>	Due Thu, Jan 30, 11:00 am: Module 2
Week 4	04-Feb (Tue)	MODULE 3: Systemic Analysis* Text: Chapter 9 (pgs. 330-353) Assigned Readings (see Module 3 folder on Blackboard)	--
	06-Feb (Thu)	MODULE 3: Systemic Analysis Class Discussion <i>Class Discussion: Thu, Feb 6, 11:00 am - 12:15 pm</i>	Due Thu, Feb 6, 11:00 am: Module 3 Project Team Information
Week 5	11-Feb (Tue)	EXAM 1 REVIEW	--
	13-Feb (Thu)	EXAM 1	--

Week	Date	Topic & Assignments	Due
Week 6	18-Feb (Tue)	MODULE 4: Business-Level Strategy* Text: Chapter 5 Case: Motor Trike: Building a Brand Community	--
	20-Feb (Thu)	MODULE 4: Business-Level Strategies Case Discussion <i>Case Discussion: Thu, Feb 20, 11:00 am - 12:15 pm</i>	Due Thu, Feb 20, 11:00 am: Module 4 Case Assignment #1 Project Assignment #1
Week 7	25-Feb (Tue)	MODULE 5: Corporate-Level Strategy* Text: Chapter 6	--
	27-Feb (Thu)	MODULE 5: Strategy in Competitive Markets* Assigned Readings (see Module 5 folder on Blackboard)	Due Thu, Feb 27, 11:00 am: Module 5 Project Assignment #2
Week 8	04-Mar (Tue)	MODULE 6: Strategy in Suboptimal Markets* Assigned Readings (see Module 6 folder on Blackboard)	--
	06-Mar (Thu)	MODULE 6: Network Effects, Standards, and Platforms* Assigned Readings (see Module 6 folder on Blackboard)	Due Thu, Mar 6, 11:00 am: Module 6 Project Assignment #3 Project Peer Review
Week 10	11-Mar (Tue)	Spring Break	--
	13-Mar (Thu)	Spring Break	--
Week 9	18-Mar (Tue)	EXAM 2 REVIEW	--
	20-Mar (Thu)	EXAM	--
Week 11	25-Mar (Tue)	MODULE 7: Strategy, Common Goods, and the Nonprofit Sector* Assigned Readings (see Module 6 folder on Blackboard) Case: United Way of America (#7)	--
	27-Mar (Thu)	MODULE 7: Strategy, Common Goods, and the Nonprofit Sector Case Discussion <i>Case Discussion: Thu, Mar 27, 11:00 am - 12:15 pm</i>	Due Thu, Mar 27, 11:00 am: Module 7 Case Assignment #2 Project Assignment #4

Week	Date	Topic & Assignments	Due
Week 12	01-Apr (Tue)	MODULE 8: Strategy in Global Markets* Text: Chapter 7 Case: eBay: Expanding into Asia (#22)	--
	03-Apr (Thu)	MODULE 8: Strategy in Global Markets Case Discussion <i>Case Discussion: Thu, Apr 3, 11:00 am - 12:15 pm</i>	Due Thu, Apr 3, 11:00 am: Module 8 Case Assignment #3 Project Assignment #5
Week 13	08-Apr (Tue)	MODULE 9: Organizational Design and Strategic Control* Text: Chapters 9 (pgs. 316-30) & 10 Enron: On the Side of Angels	--
	10-Apr (Thu)	MODULE 9: Strategic Leadership* Text: Chapter 11 (pgs. 392-416) Class Discussion <i>Case Discussion: Thu, Apr 10, 11:40 am - 12:15 pm</i>	Due Thu, Apr 10, 11:00 am: Module 9 Case Assignment #4
Week 14	15-Apr (Tue)	Project Workshop (Project Files to be posted by noon on Monday, April, 14, 2014) <i>Project Workshop: Tue, Apr 15, 11:00 am - 12:15 pm</i>	--
	17-Apr (Thu)	Case Discussion (Part of Module 10) Case: Flat World Knowledge <i>Case Discussion: Thu, Apr 17, 11:00 am - 12:15 pm</i>	Due Thu, Apr 17, 11:00 am: Project Critiques Case Assignment #5
Week 15	22-Apr (Tue)	EXAM 3 REVIEW	--
	24-Apr (Thu)	EXAM 3	--
Week 16	29-Apr (Tue)	MODULE 10: Strategy, the Public Interest, and the Future of Capitalism* Text: Chapter 11 (pgs. 417-429) Assigned Readings (see Module 6 folder on Blackboard)	--
	01-May (Thu)	MODULE 10: Strategy, the Public Interest, and the Future of Capitalism Project Presentations	Due Thu, May 1, 11:00 am: Module 10 Final Project Project Peer Review
FINAL	13-May (Tue)	FINAL	--