

MANA 5395 - Formulating and Implementing Strategy

Dr. Brent D. Beal

2015, Summer, Sections 702 & 704

Online



6/25/2015 8:06

	Date	Topic & Assignments	Due
Week 1	29-Jun (Mon)	Getting Started Blackboard, Course Documents, Textbooks	Due Sun, Jul 5, 10:00 pm: Getting Started
	29-Jun (Mon)	MODULE 1 What is Business Strategy? Dyer Text: Chapter 1 Assigned Readings (see Module 1 folder on Blackboard)	Due Sun, Jul 5, 10:00 pm: Module 1
Week 2	06-Jul (Mon)	MODULE 2 Internal & External Analysis Dyer Text: Chapters 2 & 3 Assigned Readings (see Module 2 folder on Blackboard) Class Discussion <i>Online Class Discussion: Wed, Jul 8, noon - Sun, Jul 12, 10:00 pm</i>	Due Sun, Jul 12, 10:00 pm: Module 2
	06-Jul (Mon)	MODULE 3 Cost Advantage & Differentiation Dyer Text: Chapters 4 & 5 Assigned Readings (see Module 3 folder on Blackboard)	Due Sun, Jul 12, 10:00 pm: Module 3 Project Team Information
Week 3	13-Jul (Mon)	MODULE 4 Corporate Strategy Dyer Text: Chapter 6; CSR Text: Chapter 1 Class Discussion <i>Online Class Discussion: Wed, Jul 15, noon - Sun, Jul 19, 10:00 pm</i>	Due Sun, Jul 19, 10:00 pm: Module 4 Project Assignment #1
	13-Jul (Mon)	MODULE 5 Vertical Integration & Outsourcing Dyer Text: Chapter 7; CSR Text: Chapter 2	Due Sun, Jul 19, 10:00 pm: Module 5 Project Assignment #2
Week 4	20-Jul (Mon)	MODULE 6 International Strategy Dyer Text: Chapter 9; CSR Text: Chapter 3 CASE: Systemic Analysis (Value Flow Analysis) [case materials are posted in the discussion forum] <i>Online Case Discussion: Wed, Jul 22, noon - Sun, Jul 26, 10:00 pm</i>	Due Sun, Jul 26, 10:00 pm: Module 6 Project Assignment #3 Project Peer Review (1 of 2)
	20-Jul (Mon)	MODULE 7 Business Model Innovation Dyer Text: Chapter 10	Due Sun, Jul 26, 10:00 pm: Module 7 Project Assignment #4

	Date	Topic & Assignments	Due
Week 5	27-Jul (Mon)	MODULE 8 Implementing Strategy Dyer Text: Chapter 12 CASE: The United States Postal Service: Should it offer financial services? [case materials posted in discussion forum, discussion is next week] <i>Online Case Discussion: Wed, Jul 29, noon - Sun, Aug 2, 10:00 pm</i>	Due Sun, Aug 2, 10:00 pm: Module 8 Project Assignment #5
	27-Jul (Mon)	[Note: Only one Module this week, due Sun, Aug 2, 10:00 pm]	--
Week 6	03-Aug (Mon)	MODULE 9 Corporate Governance & Ethics Dyer Text: Chapter 13; CSR Text: Chapter 4	Due Fri, Aug 7, 5:00 pm: Module 9
	03-Aug (Mon)	MODULE 10: Strategy, the Public Interest, and the Future of Capitalism Dyer Text: Chapter 14; CSR Text: Chapter 5 Assigned Readings (see Module 10 folder on Blackboard) <i>Online Class Discussion: Tue, Aug 4, noon - Fri, Aug 7, 5:00 pm</i>	Due Fri, Aug 7, 5:00 pm: Module 10 Project Peer Review (2 of 2) Final Project