
STRATEGIC MANAGEMENT: A GLOBAL PERSP. in Spring 2019 (BA4080)

Course Code	BA4080	Professor(s)	Rene Ryman
Prerequisites	None	Office Number	GRENELLE G-2A03
Class Schedule	W: 15:20-18:15 in PL-3	Office Hours	Walk in or by email appointment only
Credits	4	Email	rryman@aup.edu
Semester	Spring 2019	Office Tel. Ext.	833

Course Description

This course concentrates on functional skills already acquired by students in the area of general management and corporate business level strategy. Through case studies, lectures/discussions, presentations, student's perfect analytical skills, problem –solving ability and the application of strategy concepts to the formation and implementation of strategy.

Course Learning Outcomes

Demonstrate critical thinking and the application of core competencies in business decision making

Understand the global environment.

Communicate Well.

Work collaboratively.

Understand how firms effectively operate in an international environment

Understand the execution of strategy as practiced by various firms.

General Education

Course Outline

Topic Schedule

Week 1 - Chapter 1 (introductions, course overview, forming of teams)

Week 2 - (Jan 27 – Feb 3)– Chapter 2

Lecture.

Article presentations & strategy evaluations.

Quiz: Due online Monday Feb 4 – noon.

Week 3 – (Feb 4 – Feb 10) Chapter 3

Lecture.

Article presentations & strategy evaluations.

Quiz: Due online Monday Feb 11 – noon.

Week 4 – (Feb 11 – Feb 17) Chapter 4

Lecture.

Article presentations & strategy evaluations.

Quiz: Due online Monday Feb 18 – noon.

Week 5 – (Feb 18 – Feb 24) Chapter 5

Lecture.

Article presentations & strategy evaluations.

Quiz: Due online Monday Feb 25 – noon.

Week 6 – (Feb 25 – March 3) Chapter 6

Lecture.

Article presentations & strategy evaluations.

Quiz: Due online Monday March 18 – noon.

SPRING BREAK – MARCH 4 THROUGH MARCH 1

Week 7 – (March 18 – March 24) Chapter 7 -

MID TERM EXAM MARCH 19TH – IN CLASS. ALL CHAPTERS THROUGH WEEK 6.

Lecture & SWOT analysis

Quiz: Due online Monday Feb 25 – noon.

Week 8 – (March 25 – March 31) Chapter 8

Lecture.

Article presentations & strategy evaluations.

Quiz: Due online Monday April 1 – noon.

Week 9 – (April 1 - April 7) Chapter/Module 9

Lecture.

Article presentations & strategy evaluations.

Quiz: Due online Monday April 8 – noon.

Week 10 – (April 8 – April 14) Chapter 10

Lecture.

Article presentations & strategy evaluations.

Quiz: Due online Monday April 15 – noon.

Week 11 – (April 15 – April 21) Chapter 11

Lecture.

Article presentations & strategy evaluations.

Quiz: Due online Monday April 22 – noon.

Week 12 – (April 22 – April 28) Chapter 12 &13

Lecture.

Article presentations & strategy evaluations.

Quiz: Due online Monday April 29– noon.

Week 13 - (April 29 – May 5)

Team Presentations

Week 14 – (May 6 – May 8)

Team Presentations

Final Exam: May 15, 2019 – 3:30 p.m.

Specifications for Team Project:

The team project for this semester will consist of teams of 4 students who shall research and select a publically known company that has a product or product line that has not been

introduced to a particular country yet. Students will prepare a plan to take this product to the country they select and prepare a strategy as to how to introduce the product the selected foreign market. The plan will include a SWOT analysis as an attachment, which shall serve as an outline for the paper. Students will analyze the current leadership, economic policy, social, competition, risks, trade barriers (if any) and other challenges that will assist them in this international market expansion project. The paper shall be 8 – 10 pages in MLA, not counting the cover sheet, reference page or any other attachments.

Deliverable #1 – Selection of company by each team will be posted on Blackboard by Feb. 5. First come first serve on selected companies.

Deliverable #2 – Each team shall present their SWOT analysis for their project to the class on Friday – Week 7.

Deliverable #3 – Week 14 - 10 -12 minutes' presentation by the teams (everyone on the team participates for equal time) covering the assignment requirements.

Individual Presentations & Paper: Each student will present twice in the term (10 minutes) an article discussing the content being covered in the current week of their presentation. This article shall provide a link as to how the article content links to the current material.

Rules of the class:

1. If you miss class – you must get any missed video, or course material information from a fellow student – the professor will not provide any such material as students are expected to come to class.
2. If you are more than five minutes late for class you will not be allowed to take any scheduled quizzes or tests or participate in any group presentations. NO exceptions. Once attendance is finished – no additional changes will be made to that list.
3. It is up to the students to follow the directions for each and every assignment.
4. If you miss four classes your final grade will drop by 10%. After four classes, if you miss another class after missing four classes your grade will drop an **additional** 20%. If you miss another class after five classes your grade drop an **additional** another 30%.

Textbooks

Title	Author	Publisher	ISBN	Required
-------	--------	-----------	------	----------

STRATEGIC MANAGEMENT: CREATING COMPETITIVE ADVANTAGES	DESS, MCNAMARA, EISNER & LEE	MCGRAW HILL	97801259900457	Yes
---	------------------------------------	-------------	----------------	-----

Attendance Policy

Students studying at The American University of Paris are expected to attend ALL scheduled classes, and in case of absence, should contact their professors to explain the situation. It is the student's responsibility to be aware of any specific attendance policy that a faculty member might have set in the course syllabus. The French Department, for example, has its own attendance policy, and students are responsible for compliance. Academic Affairs will excuse an absence for students' participation in study trips related to their courses.

Attendance at all exams is mandatory.

IN ALL CASES OF MISSED COURSE MEETINGS, THE RESPONSIBILITY FOR COMMUNICATION WITH THE PROFESSOR, AND FOR ARRANGING TO MAKE UP MISSED WORK, RESTS SOLELY WITH THE STUDENT.

Whether an absence is excused or not is ALWAYS up to the discretion of the professor or the department. Unexcused absences can result in a low or failing participation grade. In the case of excessive absences, it is up to the professor or the department to decide if the student will receive an "F" for the course. An instructor may recommend that a student withdraw, if absences have made it impossible to continue in the course at a satisfactory level.

Students must be mindful of this policy when making their travel arrangements, and especially during the Drop/Add and Exam Periods.

ENGLISH LANGUAGE PROFICIENCY STATEMENT

As an Anglophone university, The American University of Paris is strongly committed to effective English language mastery at the undergraduate level. Most courses require scholarly research and formal written and oral presentations in English, and AUP students are expected to strive to achieve excellence in these domains as part of their course work. To that end, professors include English proficiency among the criteria in student evaluation, often referring students to the university Writing Lab where they may obtain help on specific academic assignments. Proficiency in English is monitored at various points throughout the student's academic career, most notably during the admissions and advising processes, while the student is completing general education requirements, and during the accomplishment of degree

program courses and senior theses.

Grading Policy

Weekly Assignment– submitted on **Blackboard only** due the following Monday by noon after the week ends. (Week 2 through Week 12) 20 points per week x 11 weeks = 220 points for term. Late submission of assignments will not be accepted. No partial points are awarded. I do not accept emailed work. (220 points)

Weekly Quiz (online) due the following Monday after week ends by noon (Week 2 through Week 12) 20 points per week x 11 weeks = 220 points for term. Make up quizzes will not be available under any circumstances. You will have 30 minutes to complete the quiz online and do not wait until the last minute as if there are any tech issues you will want to allow for time to resolve them if necessary. I do not accept emailed work. (220 points)

Strategy Evaluation In teams of 4 people you will be assigned a project in which your team will provide a 10 minute strategy presentation as to how a company may increase 1) market share, 2) revenue and 3) long term sustainability by changing their strategy. A summary of at least 500 words of the presentation will be required to be turned in on blackboard the day of your presentation. There will be three presentations by each team for 25 points per project. (75 points)

Final Project: Team Presentation & paper due Week 14. Students must present their final projects during Week 14 as scheduled. (125 points)

Individual Article Review & paper submission. Presented to class twice in the term relating the current discussion. Two presentations per student -50 points each. Students will be assigned alphabetically. A summary of at least 500 words must be turned in the same day as the presentation in blackboard. (100 points)

Team Peer Review Evaluations due Week 14. (60 points).

Mid Term In- Class Exam. All chapters through Week 6. (100 points)

Final Exam: Essay exam. (100 points)

FINAL EXAM DATE: May 15, 2019 – 3:30 p.m.

Grading Scale

A	95.0 – 100
A-	90.0 – 94.9
B+	86.7 – 89.9
B	83.3 – 86.6
B-	80.0 – 83.2
C+	75.0 – 79.9
C	70.0 – 74.9
D	60.0 – 69.9

Other
