MANA 4322-006

Organizational Strategy

#### Spring 2013

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Office Hours: By Appointment Website: http://wweb.uta.edu/management/dlong/dlong.htm

**Class Time: Mon & Wed: 7:00 PM – 8:20 PM**  **Room: COBA 152**

Text / Required Materials:

- *Organization Strategy* 4322 by Dess, Lumpkin, Eisner, McNamara. ISBN 13: 9781121399877. This customized version of the textbook is only available at the UT Arlington Bookstore.

- Capsim *Foundation*® *Business Simulation* and *Comp-XM*®online registration & downloads. Overview and website access information provided on the 1st day of class.

**Course Overview**

The primary thrust of this course is general management. It will be different from most of the courses you have had in functional areas (e.g., accounting, marketing) because you will be required to use a wide range of business knowledge and exhibit diverse skills. Therefore, it will be demanding and challenging because you must perform in topic areas where you have both strengths and weaknesses.

This course has historically been called “business/organizational policy,” and its sole purpose was to help the student “integrate” the knowledge he or she had developed in other courses in the undergraduate business program. Business policy traditionally had little content of its own. However, in recent years it has become increasingly apparent that all managers not only must apply knowledge from a variety of functional areas (e.g., accounting, marketing, finance), but also perform activities that require knowledge and skills not addressed in those areas. Some of the trends that reinforce this need include downsizing, delayering, empowerment, and intensified global competition. Therefore, it has become acknowledged that there is a unique body of knowledge that is not taught in functional business courses that should be taught in a course such as this. Topics such as the nature of managerial work, strategy formulation and implementation, and organization design are examples. Also the development/refinement of skills in oral and written communication and conceptual/integrating ability is a major objective of the course.

**Course Objectives**

The course has multiple objectives which include the following:

1. Developing a general management orientation; becoming able to analyze broad, organization-wide problems.

2. Integrating the business skills you have already developed and knowledge you have obtained. In the immediate future this should give you a better understanding of how your position(s) relate(s) to the overall performance of your organization. Also, much of this course is structured to simulate the job that many of you may have or will have in the near future -- a staff manager responsible for helping to develop recommendations on the strategic issues that face your organization.

3. Developing skills to solve the actual problems that today’s organizations are experiencing.

**Student Learning Outcomes**

By the end of this course, you should be able to (1) *analyze* a particular business situation, (2) *identify* the significant problems, and (3) propose and justify *explicit solutions* that are realistic, effective, and efficient.

**Achieving the Objectives**

You will be required to complete the following activities in order to achieve the identified objectives:

1. **CONTRIBUTE TO IN-CLASS DISCUSSIONS** of chapters, readings, lecture material and cases by exhibiting (a) an understanding and articulate analysis of the information presented and (b) skills in the prerequisite course areas required for registration.

**Students are expected to attend each class session.** Moreover, each student is expected to actively participate in class discussions. Class participation will be evaluated using the following criteria.

*100% - Truly outstanding participation*. Contributed to each session’s discussion with well thought out ideas and comments.

*95% - Excellent participation*. Contributed regularly to discussions with reasonably well developed ideas and comments.

*85% - Good participation*. Contributed to most discussions with relevant comments.

*75% - Average Participation.* Attended class sessions and listened actively to discussion. Actual contributions to the discussion were infrequent.

**Simply coming to class will not earn a satisfactory participation grade!**

2. **Complete two chapter exams.** The exams will consist of multiple-choice and short-answer questions.

3. Students will work in groups to perform Foundation®, a simulation exercise. Each group will have responsibility for one company. Students will craft corporate- business-, and functional-level strategies. In addition, the simulation exercise will involve the following.

**Company Performance:** The company performance grade will be assigned on a group basis and will be based on your company’s stock price.

**Annual Meeting:** At the end of the course, your group will conduct a “Shareholder Meeting” presentation -- an overview of group results presented to the rest of the class (i.e., the corporate shareholders). The group should explain **why** your company achieved its level of success. **In addition**, the group will be required to submit a written 25 page **“*Annual Report*”**. The Annual Report describes your company’s performance during your 8 years of operation. It will be a round-by-round analytical examination of the overall business environment leading to the decisions undertaken by the group. **A hardcopy submission of the Annual Report and power point presentation is required** and due by end of the class, Wednesday, May 1st, 2013.

4. **Complete Comp-XM® exam.** Each student manages a simulated business over the course of four years. After each simulated year, the student takes a short exam with **questions and answers tailored to their situation.** A fifth set of questions will be asked at the end of the simulation.

5. Prepare an “***Executive Summary***” of your company’s performance during the Comp-XM® exercise. **A hardcopy submission is required.**

**Grading**

The six activities in which you will be participating will be combined to determine your final grade. Their respective weights are as follows:

1. Class Participation\* 10%

2. Simulation\*\*

Company Performance 20%

Shareholder’s Meeting and *Annual Report* 10%

3. Comp-XM®

Balanced Scorecard 10%

Board Queries 5%

4. Comp-XM® *Executive Summary* 5%

5. Exam I 20% 6. Exam II 20%

TOTAL 100%

**\* Grade is determined both by attendance *and* student engagement as stated in ‘Achieving the Objectives’ above.**

**\*\* The company performance, shareholder meeting presentation and annual report grades are subject to adjustment based on your group members’ peer evaluations.**



**Department of Management**

***“Developing tomorrow’s leaders today”***

**Course Schedule**

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| **Date** | **Topics Covered** | **Assignment** |
| 1/14 (Mon) | - Class Orientation. Syllabus discussion.  - Capsim Foundation® Business Simulation & CompXM® online registration /downloads.  - Team formation due by 1/28/13. | - In Class |
| 1/16 (Wed) | - Lecture: Strategic Management “Creating Competitive Advantages”  - DVD Discussion: *Specialized Bicycle* | - Chapter 1  - Read Chapter 13 |
| 1/21 (Mon) | - MLK Holiday | - No Class |
| 1/23 (Wed) | **- Foundation® Business Simulation Software Demonstration** | - In Class |
| 1/28 (Mon) | - Lecture: “Analyzing the External Environment of the Firm”  **- Foundation® registration and team formation due date.** | - Chapter 2  - **Practice** Decision 1  by 10 PM CT |
| 1/30 (Wed) | - Lecture: Chapter 2 (con’t)  - DVD Discussion: *Panera Bread Company* | - Chapter 2  **- Census Date** |
| 2/4 (Mon) | - Lecture: “Assessing the Internal Environment of the Firm”  - DVD Discussion: *Walmart, Global Giant #1* | - Chapter 3  - **Practice** Decision 2 by 10 PM CT |
| 2/6 (Wed) | - Lecture: Chapter 3 (con’t)  - DVD Discussion: *Walmart Flobal Giant # 2* | - Chapter 3 |
| 2/11  (Mon) | - Lecture: “Recognizing a Firm’s Intellectual Assets: Moving Beyond a Firm’s Tangible Resources”  - DVD Discussion: *Pike Place Fish Market*  **- Foundation resets from ‘Practice’ to ‘Competition’ on Tuesday 2/12 at 8:00 AM CT** | - Chapter 4  - **Practice** Decision 3 by 10 PM CT |
| 2/13 (Wed) | - Lecture, Chapter 4. (con’t) | - Chapter 4 |
| 2/18 (Mon) | - Lecture: “Business Level Strategy: Creating & Sustaining Competitive Advantages”  - DVD Discussion: *Whole Foods* | - Chapter 5  - Foundation **Decision 1** due by  10 PM CT |
| 2/20  (Wed) | - Lecture: Chapter 5 (con’t) | - Chapter 5 |
| 2/25 (Mon) | **Exam I covering Chapters 1, 2, 3, 4, 5** | - Foundation **Decision 2** due by  10 PM CT |
| 2/27 (Wed) | - Review Exam I  - Lecture: “Corporate Level Strategy: Creating Value Through Diversification” | - Chapter 6 |
| 3/4 (Mon) | - Lecture: Chapter 6 (con’t) | - Chapter 6  - Foundation **Decision 3** due by  10 PM CT |
| 3/6 (Wed) | - Lecture: “International Strategy: Creating Value in Global Markets”  - DVD Discussion: *Starbucks, Building Relationships With Coffee Growers* | - Chapter 7 |
| 3/11 (Mon) | **Spring Break Week (Mon through Fri – 3/11 thru 3/15)** | **- No Class** |
| 3/13 (Wed) | **Spring Break Week (Mon through Fri – 3/11 thru 3/15)** | **- No Class** |
| 3/18  (Mon) | - Lecture: Chapter 7 (con’t)  **- Business Week March 18th – March 22nd. TBA.** | - Chapter 7  - Foundation **Decision 4** due by  10 PM CT |
| 3/20  (Wed) | - Lecture: “Entrepreneurial Strategy and Competitive Dynamics”  **- Business Week March 18th – March 22nd. TBA.** | - Chapter 8 |
| 3/25 (Mon) | - Lecture Chapter 8 (con’t) | - Chapter 8  - Foundation **Decision 5** due by  10 PM CT |
| 3/27 (Wed) | - Lecture: “Strategic Control and Corporate Governance” | - Chapter 9 |
| 4/1  (Mon) | - Lecture: Chapter 9 (con’t) | - Chapter 9  - Foundation **Decision 6** due by  10 PM CT |
| 4/3  (Wed) | - Lecture: “Creating Effective Organizational Designs”  - DVD Discussion: *New Belgium Brewery, Organizational culture & Structure* | - Chapter 10 |
| 4/8  (Mon) | - Lecture: Chapter 10 (con’t) | - Chapter 10  - Foundation **Decision 7** due by  10 PM CT |
| 4/10  (Wed) | - Lecture: Chapter 10 (con’t)  - Upcoming Power Point Presentation *Shareholders Meeting* and *Annual Report* discussion | - Chapter 10 |
| 4/15  (Mon) | - Lecture: “Managing Innovation and Fostering Corporate Entrepreneurship”  **- Students download and review CompXM® Guide.** | - Chapter 12  - Foundation **Decision 8** due by  10 PM CT |
| 4/17  (Wed) | - Lecture: Chapter 12 (con’t)  - **CompXM® Guide class discussion.**  - CompXM Executive Summary discussion  **- CompXM begins Friday 4/19 at 9:00 AM CT.** | - Chapter 12 |
| 4/22  (Mon) | **- Exam II covering Chapters 6, 7, 8, 9, 10 and 12** | - In Class |
| 4/24 (Wed) | - Review Exam II  - Shareholder Meetings. Power Point presentation / Annual Report document. **Hardcopies of both required by end of class Wednesday, May 1st, 2013.** | - In Class |
| 4/29  (Mon) | - Shareholder Meetings. Power Point presentation / Annual Report document. **Hardcopies of both required by end of class Wednesday, May 1st, 2013.** | - In Class |
| 5/1  (Wed) | - Shareholder Meetings. Power Point presentation / Annual Report document. **Hardcopies of both required by end of class Wednesday, May 1st, 2013.**  **- Peer Evaluations due. Hardcopy required.** | - In Class |
| 5/6  (Mon) | **- CompXM ends**  **- Comp XM Executive Summary is due. Hardcopy required.** | - In Class |

**Drop Policies**

It is the student's responsibility to complete the course or withdraw from the course in accordance with University Regulations. Students are strongly encouraged to verify their grade status before dropping a course after the first withdrawal date. A student who drops a course after the first withdrawal date may receive an “F” in the course if the student is failing at the time the course is dropped. Final drop date is January 4th.

**Student Support Services**

The University supports a variety of student success programs to help you connect with the University and achieve academic success. They include learning assistance, developmental education, advising and mentoring, admission and transition, and federally funded programs. Students requiring assistance academically, personally, or socially should contact the Office of Student Success Programs at 817-272-6107 for more information and appropriate referrals.

**Americans with Disabilities Act**

The University of Texas at Arlington is on record as being committed to both the spirit and letter of federal equal opportunity legislation; reference Public Law 92-112 - The Rehabilitation Act of 1973 as amended. With the passage of federal legislation entitled *Americans with Disabilities Act (ADA)*, pursuant to section 504 of the Rehabilitation Act, there is renewed focus on providing this population with the same opportunities enjoyed by all citizens.

As a faculty member, I am required by law to provide "reasonable accommodations" to students with disabilities, so as not to discriminate on the basis of that disability. Student responsibility primarily rests with informing faculty of their need for accommodation and in providing authorized documentation through designated administrative channels.  Information regarding specific diagnostic criteria and policies for obtaining academic accommodations can be found at www.uta.edu/disability.   Also, you may visit the Office for Students with Disabilities in room 102 of University Hall or call them at (817) 272-3364.

**Academic Integrity**

It is the philosophy of The University of Texas at Arlington that academic dishonesty is a completely unacceptable mode of conduct and will not be tolerated in any form. All persons involved in academic dishonesty will be disciplined in accordance with University regulations and procedures. Discipline may include suspension or expulsion from the University. "Scholastic dishonesty includes but is not limited to cheating, plagiarism, collusion, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts." (Regents’ Rules and Regulations, Series 50101, Section 2.2)