



AMBROSE
UNIVERSITY COLLEGE

FACULTY OF
ARTS & SCIENCE

BUS 310 *Business Strategy* (3)
Fall 2007
Instructor: Sean Quinn

Contacting the Instructor

Office: # 637 **e-mail:** squinn@ambrose.edu
Class Times: Monday 1:00 – 3:45 **Office Phone:** 410-2000 ext 6909
Class Location: Classroom # 529
Office Hours: Wednesday/Friday 1:00 – 2:15
Also available by appointment

Course Description

This course develops the theoretical and practical knowledge to set up and manage a business in Canada. Students are introduced to elements of successful entrepreneurship which include opportunity identification and assessment, economic development potential, alternative forms of work arrangements in the new economy, characteristics and forms of small business, time management, government and legal considerations. Students will be engaged in simulated management decision-making through case studies and analysis of business plans.

Prerequisites: BUS 100, BUS 200

Course Objectives

Learning Outcomes:

- Gain a solid foundation of the basic theories, principles and concepts that encompass Business Strategy
- Critically analyze business strategy on the grounds of ethical standards, effectiveness, viability and sustainability
- Practice skills for more effective communication and interaction with others
- Evaluate leadership styles to better understand the art and skill of leadership
- See business as one of many possibilities for ministry

Required Texts

Strategic Management: Competitiveness and Globalization - Concepts, Second Canadian Edition, Copyright 2006: Authors: Hitt, Ireland, Hoskisson, Rowe, Sheppard: Publisher: Nelson Thompson Learning
ISBN 0-17-641601-3

Sublimental Reading:

The Globe and Mail

Harvard Business Review and Case Studies: as assigned by the professor

The Esssential Drucker: by Peter Drucker

Course Requirements and Grade

Instructions for course assignments not outlined in the syllabus will be distributed during class throughout the semester. Unless other wise indicated all assignments are to be handed in to the reception and must be date stamped. Students should include their school ID# and mailbox # only on the assignment cover page. Late assignments will not be accepted and will result in an F grade. Students must receive a passing grade (min 50%) on all individual assignments in order to pass the course. All individual and group assignments must be submitted for final grade. Assignments will not be accepted after in class discussion. If you do not take part in the in class portion of the assignmmnet you can not complete the written portion of the assignmmnet.

All group projects will contain a peer evaluation component. Therefore; grades for individuals may be different than final group project grades if student assessment indicates this requirement.

Individual Assignments	Grade	Date
Cola Wars Strategy Paper	12.5%	October 1, 2007
DELL Strategy Paper	12.5%	October 15, 2007
Mid-term Exam	15%	October 29, 2007
Leadership Autobiography	20%	November 12, 2007
The essential Drucker Book Study	20%	November 26, 2007

Group Assignments

PE Simulation & Airline Industry Analysis	20%	November 19, 2007
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Class Participation

+/- 10%

The instruction style used for this course will be an interactive approach. For this reason, class participation is a critical component of this course. A large component of the course is based on participative learning. For example, there are numerous group and individual class room presentations, case study discussions and simulations that take place during the course. All of these situations work best or at all with a minimum number of participants. Due to the small number of students it is imperative that you attend each class in order for yourself and the other classmates to gain the most from the interaction over the semester. If you are required to be away for a class, please notify the professor prior to class time so that any necessary adjustments can be made.

Class participation includes but is not limited to the following items:

- Completing homework assignments by due date that are required for in class exercises
- Being prepared for and contributing to class discussions and simulations
- Group Presentation Skills and involvement
- Peer Review

Quality is given more weighting than quantity!

Important Notes

- It is the responsibility of all students to become familiar with and adhere to all AUC-NUC Academic Policies, which are stated in the current Catalogue.
- Assignments will be returned to students within 3 classes of due date.
- The final exam will not be returned to the students.
- Publication manual of the APA American Psychological Association is traditionally used for business for referencing. It is critical that you reference material. You must distinguish between your own ideas and others in order to avoid plagiarism.

Course Schedule

1. September 10
 - a. Intro: syllabus
 - b. Basic Strategy Concepts Chapter 1
 - c. changes in company ranks best to work for , NYSE, fortune 500
 - d. Distribute HBR Article “Building your Companies Vision”
2. September 17
 - a. Lecture: Review HBR Article “Building your Companies Vision”
 - b. Mission vs. Vision
 - c. what is strategy / create “working” definition
3. September 24
 - a. Lecture :Chapter 3 internal: *Talk about the 5 forces*
 - b. Chapter 4 external
 - c. Distribute Cola Wars Case Study Evolution of the Cola Wars Give article and assignment questions
4. October 1
 - a. Lecture: Cola Wars Assignment Due
 - b. Lecture: Corporate governance ch. 11
 - c. Chapter 2 firm performance
 - d. Distribute Dell Strategy assignment Value chain
 - e. Hand out Books and assignments
5. October 8 THANKSGIVING (NO CLASS)
6. October 15
 - a. Review DELL
 - b. **Lecture: ???????**
 - c. Hand out Wal-Mart HBR articles HBR case study
7. October 22
 - a. **NO CLASS**
 - b.
 - c. Wal-Mart Debate
 - d. CNN news clip
 - e. Ethics - sweatshops
 - f. **Lecture:** Advanced management Theory
8. October 29
 - a. Mid-Term
9. November 5:
 - a. Review Mid-term
 - b. **Lecture ?????**
10. November 12
 - a. Lecture book study Autobiography – Lecture: LEVEL 5 LEADERSHIP
 - b. **Lecture: ???????**
11. November 19
 - a. Airline Industry Analysis (Boeing and Delta)

- b. Simulation “People Express” Airline Industry Analysis
- 12. November 26
 - a. Drucker presentation
 - b. New definition of “Strategy”
- 13. December 3
 - a. No class
- 14. December 10
 - a. No class

- 15. March 21
 - a.
 - b. Lecture Ch 8,
 - c. Ch 10 cooperative strategy
- 16. March 23
 - a. Lecture Ch. 14 entrepreneurship
 - b. Ch. 5 business level strategy
 - c. Ch. 7 corporate level strategy
- 17. March 28
 - a. ch. 12 organization structure and controls
 - b. Amazon
 - c. Ch 9, 13,
- 18. April 11
 - a. Ch 6 competitive dynamics