

# Business Strategy

SPRING 2008

PROFESSOR A'ISHA AJAYI

Kent State University—College of Business

**Name:**

A'isha Ajayi

**Email:**

amajayi@kent.edu

**Office Location:**

BSA A419

**Phone:**

(330) 672-1151

**Office Hours:**

Tues. & Weds.

5:00 - 7:0PM

**Course:**

BAD 64185

**Sections -Multiple**

Time: T, R 2:15-3:30PM

## Course Description

The evolution of technology, most notably telecommunication and computers, has made IT (information Technology) the towerblock of modern enterprise.

Perhaps the chief challenge lies in the ability of a given enterprise to marshal of its critical success factors (CSFs) to place itself in the fore of its given industry.

This course is designed to provide the participant with a comprehensive overview of current trends in business strategy, applications, and best practices.

Lectures, assigned and other readings will form the backdrop for this exploration.

Students are encouraged to add to the dynamics of the course by providing additional resources such as articles or Web sites of interest.

This is your course! You will get out of it what you put into it. Time management is important.

There are no extensions for exams, assignments or other required course elements.

While attendance is not taken, it is your responsibility to get notes or other materials from your classmate should you miss classes. Good luck and enjoy the class.



### Inside this issue:

Course Goals	2
Course Schedule	2
Course Assignments	2
The Paper Exams	3
From the Instructor	3
Evaluation Criteria	4
Enrollment	4
Students with Disabilities	4
Ethics and Academic Honesty	5

## Required Text:

Thompson, Strickland, and Gamble  
Crafting and Executing Strategy  
McGraw-Hill  
16th edition



This text is a primer for the course. The instructor has specified the text for this course and is not responsible for comparisons or the appropriateness of other editions.

Additional materials will be added to PageOut for your use. These materials will help to update lecture materials and demonstrate the use of IT and its applications in the modern enterprise.

If you have articles or other materials that you would like to share with the class, please submit them to the instructor in digital form.

PageOut is a McGraw Hill resource used to augment the course. Students will be advised when access is available and how to log in.

## Registration and Special Needs

### Registration Statement:

Students who are not officially registered for a course by published University deadlines are not eligible to attend class sessions or to receive credit or a grade for the course.

Students have responsibility to ensure that they are properly enrolled in classes. You are advised to review your official course schedule during the first two weeks of the semester (session) to ensure that you are properly enrolled in this class and section. Should you find an error in your class schedule you must correct it immediately with your advising office. If registration errors are not cor-

rected by the date specified by the Office of the Registrar for this session and you continue to attend and participate in classes for which you are not officially enrolled, you are advised now that you will not receive a grade at the conclusion of this semester for any class in which you are not properly enrolled.

### Special Needs:

In accordance with University policy, if you have a documented disability and require accommodations to obtain equal access in this course, please contact the

instructor at the beginning of the semester or when given an assignment for which an accommodation is required.

Students with disabilities must verify their eligibility through the Office of Student Access Services (SDS) in the Michael Schwartz Center (330 672-2972).

## Course Goals:

- Understand the competitive forces and interaction between an organization and its environment.
- Provide the student with a template for analyzing an enterprise's strategic strengths and weaknesses.
- Complete work consistent with current trends in e-Business
- Enhanced business communications
- MIS/IT project Management
- Evaluation and assessment of network infrastructure and plan.
- Provide the student with an overview of BPM and ITIL



## Please Note!

Please note that the instructor reserves the right to alter any or all elements of the course as deemed necessary. The following expectations are in effect for the duration of this course.

- Students will undertake this course with levels of seriousness and commitment equal to my own; i.e., that each of us will approach the readings and related assignments professionally.
- All of us will come to class prepared to question each other (including me) in receptive and respectful ways.
- Students will take pride in their ability to reflect upon, analyze, formulate, and represent their ideas, beliefs and positions in ways which exemplify their best work.
- Students will attend all classes as active participants. Students will need to arrange to obtain lectures or handouts from the instructor during **office hours; not by email or phone.**
- Each student is asked to assess their respective personal and professional circumstances and honestly determine if they can commit the time necessary to complete the course.
- No late assignments are accepted for any reason. A grade of zero will be posted.
- No exams will be rescheduled.
- Business or personal travel are not acceptable reasons for absences or rescheduling class elements or assignments.

## Course Schedule

Week	Topic	Assignment
1	What is strategy?	Chapter 1
2	Crafting and Evaluating Strategy	Chapter 2
3	Evaluating the Company's External Environment	Chapter 3
4*	Evaluating Resources and Competitive Position	Chapter 4
5	Five Generic Competitive Strategies	Chapter 5
6	Supplementing the Chosen Strategy	Chapter 6
7*	Competing in Foreign Markets	Chapter 7
8	Tailoring Strategy	Chapter 8
9	Diversification Strategies	Chapter 9
10*	Strategy, Ethics and Social Responsibility	Chapter 10
11	Organization and Strategy Building	Chapter 11
12	Managing Internal Operations	Chapter 12
13	Corporate Culture and Leadership	Chapter 13
14*	TBA	
15	Course Roundtable	

### Course Assignments

Exam 1	Chapters 1 - 3
Exam 2	Chapters 4 - 6
Exam 3	Chapters 7 - 9
Exam 4	Chapters 10 - 13
Paper/Project Due	4/29/08

\*Please note no late assignments will accepted under any circumstances. Failure to complete any element on the specified date and time will result in a grade of "0" being posted for that element.

The instructor reserves the right to change, amend or alter the course schedule and associated elements as deemed necessary. Time management is one of the most important aspects of this course. Each student is asked to assess their respective professional and personal circumstances to determine if this is the appropriate semester to take this course.

## About the Final Project/Paper

---

A final project will be required as part of the elements for successful completion of the class. During the midterm week of this course a detailed document outlining the elements and organization.

Required elements will include:

- Headings, titles, etc.
- Introduction and conclusion
- Page numbers
- APA or other standard citations
- Table of contents

- List of acronyms
- Bibliography
- List of figures

Please note that you must demonstrate your topic choice within the context of current business applications or environments.

The following metrics will be used to determine your grade for this element:

- Technical depth and accuracy 20%
- Written communications 20%
- Organization and flow 20%
- Integration of theory and practices 20%
- Execution 20%

## Exams

There are 4 exams required for the course. The instructor will not answer any questions during the exam. No make-ups or rescheduling of the exams is permitted. A grade of 0 will be given if an exam is missed. There will be no exceptions to the aforementioned points.

## From the Instructor

---

M&IS is a difficult subject to master in a single semester or session. Reading assigned materials prior to lectures will help increase your mastery of associated theory and practices.

Here are a few of my favorite places to help you with this material.

[www.wikipedia.com](http://www.wikipedia.com)

[www.whatis.com](http://www.whatis.com)

## Evaluation Criteria



The course grade is determined as follows:

Points	Grade	Meaning of the grade
97-100	A	Clear articulation of concepts, issues and application skills: Holds a high level content knowledge and be able to apply it to the field.
92-96	A-	
87-91	B+	Needs improvement in content knowledge and articulation. Sound level of content
82-86	B	
77-81	B-	
72-76	C+	Lack of articulation on either content knowledge or application of associated concepts or theory.
67-71	C	
62-66	C-	
57-61	D+	Lack of both content knowledge and application
52-56	D	
55/below	F	No recommendation for the student's continuation in the program.

### FYI Kent State University's New Plus and Minus Grading and Official Language Effective Fall 2005

A (4.0) Denotes excellent scholarship  
 A- (3.7)

B+ (3.3) Denotes good performance  
 B (3.0)  
 B- (2.7)

C+ (2.3) Denotes average performance  
 C (2.0)  
 C- (1.7)

D+ (1.3) Denotes poor (unsatisfactory bur passing) performance  
 D (1.0)

F (0) Denotes failure





## Ethics and Academic Honesty

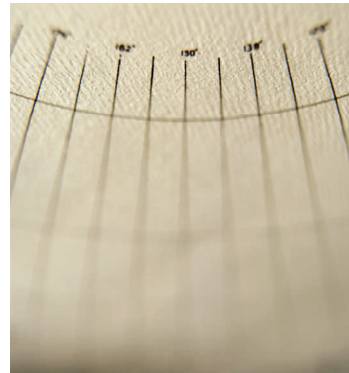
You are encouraged to work together and help one another learn the material, but all submissions must be your own unique work (or those of your team for team projects). Cheating, plagiarism, copying and other behavior that is contrary to University standards will not be tolerated.

Any students found guilty of such offenses will be given a grade of “F” as a final grade. Additional penalties may be imposed; these will be determined on a case-by-case basis. Any student aiding another student will be considered to be an accessory and will be subject to the same penalties.

---

### Evaluation Criteria:

Exam 1	15%
Exam 2	15%
Exam 3	15%
Exam 4	15%
Final Project	20%
Final Exam	20%
Total	100%



Welcome to the course!