



Shanghai Jiao Tong University

BU460 Strategic Management (Postgraduate) (Online)

Instructor Information	Jun Zhan Home Institution: Shanghai Maritime University Email: eurogent@163.com		
Term	December 17, 2020 - January 8, 2021	Credits	4 units
Course Delivery	The class will be delivered in the format of online instruction. Besides recorded lecture videos, the instructor will arrange 3-6 hours' real-time interactions with students per week (via discussion forum, zoom meeting, and WeChat). The workload students are expected to complete to properly pass this course is about 15 hours per week.		
Required Texts (with ISBN)	Concepts of Strategic Management: A Competitive Advantage Approach, 16th Edition, by David & David (Pearson, 2017), SBN 978-0-13-416784-8, ISBN 0-13-416784-8		
Prerequisite	N/A		



Course Overview

Strategic management focuses on how firms formulate, implement, and evaluate strategies. This course seeks to integrate the concepts, techniques, and knowledge of all areas of business administration. Its focus is strategic management which is studied in theory and then rigorously applied. This course fills the need for an integrative experience in business programs that requires multi-disciplinary knowledge and skills including management, marketing, finance, accounting, economics, MIS, and ethical elements. Special topics in this course include the application of organizational structure, projected financial statements, advertising, vision and mission statements, BCG and SWOT matrices, etc.

Learning Outcomes

1. To provide students with the concepts and techniques used by organizations in doing strategic planning and implementing. To make sure students have excellent skills related to business ethics, international management, creativity, and applying analytical tools;
2. To provide students the opportunity to apply functional business tools and techniques, in conjunction with the strategic planning concepts, to a variety of organizational settings;
3. To provide students with the opportunity to present cases in front of the class, field questions appropriately, and practice oral and written communication skills.

Course Structure

Part 1: Overview of Strategic Management

Part 2: The Business Vision and Mission

Part 3: The External Assessment

Part 4: Strategies in Action

Part 5: The Internal Assessment

Part 6: Strategy Analysis and Choice

Part 7: Developing and Using a QSPM

Part 8: Implementing Strategies: Management, Operations, & Human Resource Issues

Part 9: Implementing Strategies: Marketing, Finance/Accounting, R&D, & MIS Issues

Part 10: Strategy Review, Evaluation, & Control

Part 11: Business Ethics, Environmental Sustainability, & Corporate Social Responsibility

Part 12: Global and International Issues

Part 13: Developing a Personal Strategic Plan

Part 14: Presentations, Personal Strategic Plans

Part 15: Business Ethics, Environmental Sustainability, & Corporate Social Responsibility

This full online module consists of 15 pre-recorded lectures, each around 90 to 120 minutes (Max. 23 hours in total). The remaining 17 hours are divided into online interaction through:

1. Key knowledge explanation, practice instructions, and questions answering (12 hours or more) via zoom meeting and WeChat
- Tutorial tasks and online interaction for the parts of the first week (3-6 hours)
 - Tutorial tasks and online interaction for the parts of the second week (3-6 hours)



- Tutorial tasks and online interaction for the parts of the third week (3-6 hours)
 - Tutorial tasks and online interaction for the parts of the fourth week (3-6 hours)
2. Online exam (5 hours)
- Presentation or Exam (1) (1.5 hours)
 - Presentation or exam (2) (1.5 hours)
 - Presentation or exam (3) (2 hours)

The arrangements above are subject to possible changes

Grading Policy

Exam 1 (Chap 1-5)	20%
Exam 2 (Chap 6-10)	20%
Final Exam	25%
Personal Strategic Plan	15%
Participation & Session Performance	20%

Grading Scale is as follows

Number grade	Letter grade	GPA
90-100	A	4.0
85-89	A-	3.7
80-84	B+	3.3
75-79	B	3.0
70-74	B-	2.7
67-69	C+	2.3
65-66	C	2.0
62-64	C-	1.7
60-61	D	1.0
≤59	F (Failure)	0

Exams

There will be 3 exams. Exam 1 will cover chapters 1-6. Exam 2 will cover chapters 7-11. The final exam will cover all chapters.

Personal Strategic Plan

You will apply what you're learning with a course project where you create a strategic plan for yourself, personally. You will present your personal strategic plan for the class during the last week of class. Your oral strategic plan presentation will be graded in two parts: Content and Delivery.

Content includes whether your presentation was complete, specific, detailed, and error-free. Were appropriate analytical tools included? Were they correct? Were your recommendations specific? Did you show clearly how your recommendations could be implemented? You need to be specific and tell



exactly when, how, where, and why your recommendations are appropriate!

Delivery includes whether your presentation was interesting, lively, special, upbeat, and clear. Did you use state-of-the-art presentation technology? Were your visual aids readable from the back of the class? Did you use color to highlight points? Were your nonverbal communication such as voice tone, eye contact, posture, and appearance good? Were transparencies, handouts, slides, the blackboard, or flip charts used to make your oral presentation as interesting and informative as possible?

Preparation/Participation and In-class Activities

Throughout the course, we will complete various in-class activities. These exercises are tailored towards helping you further understand and apply the key concepts covered in the textbook. Class attendance and participation in session activities are required and rated. There is much more material in your reading assignments than we have time to discuss in class. In-class activities will delve into the most important issues. No makeup assignments are allowed.



Class Schedule

Date	Lecture	Readings	Online schedule
Day 1	Overview of Strategic Management	Chapter 1	approximately 90 minutes watching video lectures plus 45 minutes online interaction via Zoom and Wechat
Day 2	The Business Vision and Mission	Chapter 2 & Mission statement article http://strategyclub.com/missionstatement-article/	approximately 90 minutes watching video lectures plus 45 minutes online interaction via Zoom and Wechat
Day 3	The External Assessment (A)	Chapter 3	approximately 90 minutes watching video lectures plus 45 minutes of online interaction via Zoom and Wechat
Day 4	The External Assessment(B)		
Day 5	The Internal Assessment(A)	Chapter 4	approximately 90 minutes watching video lectures plus 45 minutes online interaction via Zoom and Wechat
Day 6	The Internal Assessment(B)	Sample strategic plan http://strategyclub.com/a-samplestrategic-plan-for-nucor-2017/	approximately 90 minutes watching video lectures plus 45 minutes online interaction via Zoom and Wechat
Day 7	Exam 1 (Part 1-4)		Online exam (closed book)
Day 8	Strategies in Action	Chapter 5	approximately 90 minutes watching video lectures plus 45 minutes online interaction via Zoom and Wechat
Day 9	Strategy Analysis and Choice	Chapter 6	approximately 90 minutes watching video lectures plus 45 minutes online interaction via Zoom and Wechat
Day 10	Developing and Using a QSPM	QSPM article http://strategyclub.com/journal-ofstrategic-marketing-article-1/	approximately 90 minutes watching video lectures plus 45 minutes online interaction via Zoom and Wechat
Day 11	Implementing Strategies: Management, Operations, & Human Resource Issues(A)	Chapter 7	approximately 90 minutes watching video lectures plus 45 minutes online



			interaction via Zoom and Wechat
Day 12	Implementing Strategies: Management, Operations, & Human Resource Issues(B)		approximately 90 minutes watching video lectures plus 45 minutes online interaction via Zoom and Wechat
Day 13	Exam 2 (Part 5-7)		Online exam (closed book)
Day 14	Implementing Strategies: Marketing, Finance/Accounting, R&D, & MIS Issues	Chapter 8	approximately 90 minutes watching video lectures plus 45 minutes online interaction via Zoom and Wechat
Day 15	Strategy Review, Evaluation, & Control	Chapter 9	approximately 90 minutes watching video lectures plus 45 minutes online interaction via Zoom and Wechat
Day 16	Business Ethics, Environmental Sustainability, & Corporate Social Responsibility(A)	Chapter 10	approximately 90 minutes watching video lectures plus 45 minutes online interaction via Zoom and Wechat
Day 17	Global and International Issues	Chapter 11	approximately 90 minutes watching video lectures plus 45 minutes online interaction via Zoom and Wechat
Day 18	Final Exam		Online exam (closed book)