



BU460 Strategic Management (Postgraduate) (Online)

Instructor Information	Jun Zhan Home Institution: Shanghai Maritime University Email: eurogent@163.com		
Term	December 13, 2021 - January 7, 2022	Credits	4 units
Course Delivery	The class will be delivered in the format of online. Other than recorded lecture videos, the instructor will arrange 2-6 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 10-15 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 application of organizational structure, projected financial statements, advertising, vision and mission statements, BCG and SWOT matrices, etc.

Course Goals

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.

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%

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 to the class during the last week of class. Your oral strategic plan presentation will be graded on 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.

Grading Scale

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



Class Schedule (subject to possible changes)

Date	Lecture	Readings	Online schedule
Day 1	Overview of Strategic Management	The role and function of business in society	approximately 90 minutes watching video lectures plus 45 minutes online interaction via Zoom and Wechat
Day 2	The Business Vision and Mission		approximately 90 minutes watching video lectures plus 45 minutes online interaction via Zoom and Wechat
Day 3	The External Assessment		approximately 90 minutes watching video lectures plus 45 minutes online interaction via Zoom and Wechat
Day 4	External Assessment, Cont.	Defining corporate social responsibility	approximately 90 minutes watching video lectures plus 45 minutes of online interaction via Zoom and Wechat
Day 5	The Internal Assessment	The nature and evolution of corporate governance	approximately 90 minutes watching video lectures plus 45 minutes of online interaction via Zoom and Wechat
Day 6	The Internal Assessment, Cont.		Online exam (closed book)
Day 7	Strategies in Action		approximately 90 minutes watching video lectures plus 45 minutes online interaction via Zoom and Wechat
Day 8	Strategy Analysis and Choice		approximately 90 minutes watching video lectures plus 45 minutes online interaction via Zoom and Wechat
Day 9	Exam 1 (Chapters 1-5)	Corporate social responsibility: the emerging agenda	approximately 90 minutes watching video lectures plus 45 minutes online interaction via Zoom and Wechat
Day 10	Developing and Using a QSPM		approximately 90 minutes watching video lectures plus 45 minutes online interaction via Zoom and Wechat
Day 11	Implementing Strategies: Management, Operations, & Human Resource Issues		Online exam (closed book)



Day 12	Chapter 7 continued...		approximately 90 minutes watching video lectures plus 45 minutes online interaction via Zoom and Wechat
Day 13	Implementing Strategies: Marketing, Finance/Accounting, R&D, & MIS Issues	Business ethics	approximately 90 minutes watching video lectures plus 45 minutes online interaction via Zoom and Wechat
Day 14	Strategy Review, Evaluation, & Control		approximately 90 minutes watching video lectures plus 45 minutes online interaction via Zoom and Wechat
Day 15	Business Ethics, Environmental Sustainability, & Corporate Social Responsibility		approximately 90 minutes watching video lectures plus 45 minutes online interaction via Zoom and Wechat
Day 16	Exam 2 (Chapters 6-10)		approximately 90 minutes watching video lectures plus 45 minutes online interaction via Zoom and Wechat
Day 17	Global and International Issues		Online exam (closed book)
Day 18	Developing a Personal Strategic Plan	Sustainability – the opportunities and challenges	approximately 90 minutes watching video lectures plus 45 minutes online interaction via Zoom and Wechat
Day 19	Presentations, Personal Strategic Plans		approximately 90 minutes watching video lectures plus 45 minutes online interaction via Zoom and Wechat
Day 20	The Final Exam		Online exam (closed book)