



BU460 Strategic Management (Postgraduate) (Online)

Instructor Information	Haigang Li Home Institution: Shanghai Jiao Tong University Email: lihg@sjtu.edu.cn		
Term	June 27, 2022 - July 22, 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 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 22 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

Team work 1 (Chap 1-4)	12%
Team work 2 (Chap 5-7)	12%
Team work 3 (chap 8-11)	12%
Team work 4 (Academic research paper reading and understanding + Research proposal)	14%
Personal Strategic Plan	40%
Attendance	10%

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

Personal Strategic Plan

You will apply what you're learning with a course project where you create a strategic plan for one company by 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?



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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 Teaching Arrangement
Day 1	Overview of Strategic Management	Chapter 1	120 minutes watching video lectures
Day 2	The Business Vision and Mission	Chapter 2 & Mission statement article http://strategyclub.com/missionstatement-article/	120 minutes watching video lectures
Day 3	The External Assessment	Chapter 3	120 minutes watching video lectures
Day 4	External Assessment, Cont		120 minutes watching video lectures
Day 5	Team work 1 presentation		Online Presentation 90 minutes online interaction via Tencent or Wechat
Day 6	The Internal Assessment	Chapter 4	120 minutes watching video lectures
Day 7	The Internal Assessment, Cont.	Sample strategic plan http://strategyclub.com/a-samplestrategic-plan-for-nucor-2017/	120 minutes watching video lectures
Day 8	Strategies in Action	Chapter 5	120 minutes watching video lectures
Day 9	Strategy Analysis and Choice	Chapter 6	120 minutes watching video lectures
Day 10	Team work2 presentation		Online Presentation 90 minutes online interaction via Tencent or Wechat
Day 11	Developing and Using a QSPM	QSPM article http://strategyclub.com/journal-ofstrategic-marketing-article-1/	120 minutes watching video lectures
Day 12	Implementing Strategies: Management, Operations, & Human Resource Issues	Chapter 7	120 minutes watching video lectures
Day 13	Chapter 7 continued...		120 minutes watching video lectures
Day 14	Implementing Strategies: Marketing, Finance/Accounting, R&D, & MIS Issues	Chapter 8	120 minutes watching video lectures
Day 15	Team work3 presentation		Online Presentation 90 minutes online interaction via Tencent or Wechat
Day 16	Strategy Review, Evaluation, & Control	Chapter 9	120 minutes watching video lectures



Day 17	Business Ethics, Environmental Sustainability, & Corporate Social Responsibility	Chapter 10	120 minutes watching video lectures
Day 18	Global and International Issues	Chapter 11	120 minutes watching video lectures
Day 19	Team work4 presentation		Online Presentation 90 minutes online interaction via Tencent or Wechat
Day 20	Personal presentation		Online Presentation