

The University of Western Ontario  
Management and Organizational Studies

**Management and Organizational Studies 4410a  
Strategic Management**

Course Outline  
September 2010 - December 2010

FACULTY Raymond Leduc  
Room 3210 SSC  
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rleduc@uwo.ca

Office Hours Tuesday and Thursday 11:00 am – 1:00 pm  
or by appointment

TIMETABLE

<u>Section</u>	<u>Day</u>	<u>Time</u>	<u>Location</u>
001	Tuesday Friday	3:30 pm – 5:30 pm 3:30 pm – 4:30 pm	University Community Centre Room 37 Social Science Centre Room 2050
002	Wednesday Friday	8:30 am – 10:30 am 3:30 pm – 4:30 pm	Social Science Centre Room 3102 Social Science Centre Room 2050
003	Monday Friday	8:30 am – 10:30 am 3:30 pm – 4:30 pm	Social Science Centre Room 3022 Social Science Centre Room 2050
004	Thursday Friday	3:30 pm – 5:30 pm 3:30 pm – 4:30 pm	Social Science Centre Room 3014 Social Science Centre Room 2050
005	Thursday Friday	1:30 pm – 3:30 pm 3:30 pm – 4:30 pm	Social Science Centre Room 3026 Social Science Centre Room 2050
006	Tuesday Friday	1:30 pm – 3:30 pm 3:30 pm – 4:30 pm	University Community Centre Room 37 Social Science Centre Room 2050

## COURSE OBJECTIVES

MOS 4410 is designed to be a challenging and exciting capstone course for students completing their BMOS degree. It centres around the theme that a company can achieve sustained success if and only if managers:

- have an astute, timely game plan for running the company
- execute the plan effectively

The course integrates much of what has been studied throughout the BMOS degree and applies it to the study of the firm as a whole. The approach taken is a combination of readings, case analysis, class participation, and the business strategy competition.

The business strategy competition allows students the opportunity to put the theory into practice by requiring the teams (3 – 4 students per team) to make all the necessary marketing, financing, operating, and human resource decisions needed to compete in the global athletic shoe industry. The teams are in competition within an industry and are required to understand their own, as well as their competitors' strategy.

## TEXTBOOK AND CASEBOOK REQUIREMENTS

Pearson Custom Business Resources  
University of Western Ontario  
Strategic Management  
MOS 4410  
ISBN 0558-72501-5

Textbook Website – TBA

Casebook – This package contains 5 cases: Circuit City, PepsiCo, Southwest Airlines, Krispy Kreme Doughnuts, The Quaker Oats Company, Gatorade, and Snapple Beverage

Note: The textbook and casebook are bundled with the Business Strategy Game Registration Card. You need to buy the package in order to have all of the necessary course materials including the registration card. Registration is done on the BSG website:

[www.bsg-online.com](http://www.bsg-online.com)

**This is a new version of the Business Strategy Game therefore copies from the previous year will not work.**

**Note: Each student must purchase and register individually for the Business Strategy Competition in order to receive a grade for this portion of the course.**

Note: King's University College and Huron University College are also offering this course. Make certain that you purchase the correct text, case package and business strategy game.

## PREREQUISITES

Enrolment in the 4<sup>th</sup> year of the BMOS program.

## EVALUATION

Midterm Examination	20%
Final Examination	35%
Business Strategy Competition*	30%
Participation**	<u>15%</u>
	<u>100%</u>

\* The grade for the competition will be a group mark. That is, everyone will receive the same grade unless there are indications from the peer evaluations that individual members do not deserve the same grade. In such cases, an individual's grade may be reduced.

**Note:** The peer evaluation form is considered a mandatory part of the course requirement and it must be completed by Saturday November 13, 2010 at 6:00 p.m.. If the form is not completed by this date then your individual business strategy grade will be reduced.

Everyone must put something in the "Additional Comments" section at the end of the evaluation. This could be as simple as "No problems" to a much more detailed explanation of why you gave the grade you did. If you do not put some comment in the "Additional Comments" section your individual strategy game grade will be reduced.

**The results of the peer evaluations will also be used to determine whether or not everyone in the team receives the same final game grade.**

Since the business you will be running is a public corporation, both the weekly and cumulative results of each group will be made available to the entire class. Therefore, the final standings and the final grade for the strategy competition will be known by the entire class.

The reason for the public disclosure is two fold. First, as mentioned above, each company is a publicly traded organization therefore there is a large amount of information that would normally be made available. Second, due to the nature of the competition, it is necessary to know your competitors' results in order to help shape your team's strategic decisions as well as to evaluate the strategy of the competition. Your final results are not just a function of what you do, but also of what your competition does.

The final strategy competition grades will **primarily** be based upon the final year's **CUMULATIVE** game to date score you have received based upon the scoring criteria and weighting described in the player's manual and in the on-line help screens.

However, adjustments may be made to the actual final results based upon individual targets that may be set between the instructor and individual teams. These adjustments will not affect the strategy game grade received by any of the other teams. The adjustments each team receives will be based upon specific targets set and achieved and may differ between teams.

Adjustments may also be downward from the cumulative game to date score after the last decision. If after review there have been irrational decisions submitted then the instructor may adjust the final score downward. If you are not clear what may be considered irrational then you need to speak with your instructor before submitting your decisions for any year.

\*\*Regular participation is a key to the success of this course and as a result, it makes up a large part of the overall grade. Participation can take many forms such as:

- answering the assignment questions
- providing relevant background information based upon personal experiences
- relating current events linked to the material being discussed
- asking relevant questions
- providing clarification of points and issues

**While regular attendance is important, it is not considered participation.**

**Note: Attendance during the award ceremony on Friday December 3/10 is mandatory. If you are not present then your participation grade will be reduced.**

## EXAMINATIONS

Students who fail to appear for an examination at the time set in the timetable will not be allowed to write the examination thus missed. Students should report this irregularity immediately to their Dean's office. They may, with the approval of the Chair of the Department concerned, petition the Dean for standing or permission to write a special examination. Petitions will be entertained only when they are submitted on compassionate grounds with supporting documents. See the current Western Academic Calendar.

## POLICY ON SPECIAL EXAMINATIONS

1. Students with conflicts or students who are unable to write an exam based on compassionate grounds (supported by appropriate documents), may apply in writing prior to the exam to the course coordinator to be excused.
2. Students involved with approved out-of-town university activities during the scheduled mid-term exam may apply to the course coordinator for special proctoring privileges to write the mid-term exam.
3. Students who are excused from the writing of the mid-term exam will have the appropriate percentage of marks transferred to the weighting of the marks for the final exam.

## NOTES

1. It is the student's responsibility to submit his or her own original written material in courses in this program. See the current Western Academic Calendar, "Scholastic Offences".
2. **Seeking help from previous years' strategy competition participants or from any other unapproved source is not allowed. If you have any questions you must ask your instructor. Seeking help from anyone or anywhere else will be considered the same as not submitting your own work and will be subject to the same academic sanctions as described above in Point #1.**
3. For a description of the process to be followed for mark/grade appeals see your professor.
4. The use of personal computers or any other electronic devices during examinations will not be permitted. However, financial calculators are permitted and are recommended for the course.
5. It is your responsibility to be familiar with the regulations and requirements as described in the Western Academic Calendar. While some of them have been highlighted in this course outline, it is by no means a complete list and you are bound by all of the rights and responsibilities described in the Western Academic Calendar. The calendar can be found at:

<http://www.westerncalendar.uwo.ca/2010/index.html>

## ADD/DROP DEADLINES

Note:

You should check with the Academic Calendar on the Registrar's website to confirm the add/drop deadlines.