



温州肯恩大学

WENZHOU-KEAN UNIVERSITY

Office of Academic Affairs

Course Information

Course Title: INTEG BUSINESS STRATEGY

Course Number and Section: MGS 4999 W08

Campus Location: WENZHOU-KEAN UNIVERSITY

Semester: 22/SPWZ

Meeting Days and Times: TTH 08:30AM - 09:45AM

Meeting Location: BLDG: CBPM ROOM: A501

Instructor Information

Instructor Name: Jeonghwan Choi

Office Location: WKU CBPM B-209

Office Hours: 9:59AM ~ 11:59AM (Mon, Tue, Wed., Thur)

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Course Description

Capstone for business core; General management issues and decisions; quantitative and qualitative analysis of external and internal factors affecting firm performance. Use of case analyses and competitive business simulation for integration of functional and strategic decisions.

Prerequisite(s): MGS 2030 MGS 3040 MKT 2500 ACCT 2200 FIN 3310 and ACCT 2210 or ACCT 2205 and MGS 2150 or ECO 2120

Course Level Student Learning Outcomes

Upon successful completion of this course, the student will be able to:

- Course Student Learning Outcome 1: Explain how strategic decisions can be implemented with coordinated activities
- Course Student Learning Outcome 2: Apply quantitative and qualitative analysis to business organizations and their problems
- Course Student Learning Outcome 3: Understand ways to assess performance of business organizations
- Course Student Learning Outcome 4: Identify important external and internal factors for business success
- Course Student Learning Outcome 5: Develop strategic decisions to improve firm performance
- Course Student Learning Outcome 6: Execute and implement strategies for a firm using a business simulation

Section Level Student Learning Outcomes (Special Topics Courses Only)

- CSLO 1: Understand the firm as a system of interrelated decisions focused on creating value and sustainable competitive advantage.
- CSLO 2: Explain how combinations of external and internal factors affect the performance of firms in a variety of competitive, industry, and international settings.
- CSLO 3: Investigate factors affecting firm performance using financial statements and operating data and organize these factors using SWOT analysis.
- CSLO 4: Execute and implement strategies for a firm using a business simulation.
- CSLO 5: Demonstrate the use of business core concepts in case analysis and business simulation, e.g. marketing, finance, accounting, operations management, MIS, and management.
- CSLO 6: Formulate firm-level strategies based on an investigation of a firm's strengths and weaknesses using qualitative and quantitative techniques.
- CSLO 7: Assess a firm's current competitive position using quantitative data (financial and operating results).
- CSLO 8: Construct future scenarios for a firm reflecting strategic opportunities and threats.
- CSLO 9: Devise and implement procedures for group decision making in business case

analysis and a business simulation. • CSLO 10: Debate case analyses and recommendations in class discussions.

Instructional Technique(s)

This course is taught using a variety of instructional approaches including lecture, lab, class discussions, and small group work, project creation, and possibly electronic discussions.

For more information about this course and for course materials go to <http://blackboard.kean.edu>

The main learning management system (LMS) of this course will be google classroom. The invitation will be given only for those course registering students.

**In case of Pandemic situation, Remote Classes can be alternatively performed at the BlackBoard system.*

Required Textbooks and Materials

All materials are available at main Learning Management System (Google Classroom)

Strategic Management (OER)

9781949373950

Kennedy B. Reed

Virginia Tech Publishing

OER Link: <https://open.umn.edu/opentextbooks/textbooks/mastering-strategic-management>

Your [Campus bookstore](#) offers a Price Match guarantee. If you find our class texts or access codes cheaper at Booksmart, Barnes & Noble, or Amazon the campus bookstore will match the price at the time of purchase, or for up to 7 days after purchase. Search your course materials by the ISBN provided in this syllabus to assure that your price match is acceptable.

Optional Textbooks and Materials

Strategic Management (color)

9781949373943

2020-08-18



Open Educational Resources

Kean Online Educational Resources

Source/Link: <http://libguides.kean.edu/OER>

Required (Y/N): Y

For more information, please see the Nancy Thompson Library Learning Commons:

<https://libguides.kean.edu/OER>

Topics and Assignments

Week/Unit	Topics	Assignments Due
Unit 1: History of Management	<p>Lecture: Same as the unit title</p> <p>Readings: Class Materials (PowerPoint #1: History of Management)</p> <p>Resources: Modern Times, What is your profession?</p>	<p>Discussions: What makes the evolution of management? (Required/Graded: 15 Points)</p> <p>Assignments: "Topic: What does cause a continual change of management?" Write a short essay (less than 100 words) for the topic in APA style with at least two references. [(Required/Graded: 45 Points)]</p>
Unit 2: What is the Management?	<p>Lecture: : Same as the unit title</p> <p>Readings: Class Materials (PowerPoint #1: Definition of Management), Textbook (Chapter 1)</p>	<p>Discussions: What is the purpose of strategic management? [(Required/Graded: 15 Points)]</p> <p>Assignments: "Topic: What is the main purpose strategic management?" Write a short essay</p>

	Resources: Modern Times, What is your profession?	(less than 100 words) for the topic in APA style with at least two references. [(Required/Graded: 45 Points)
Unit 3: Definition of Strategic Management	Lecture: Same as unit title Readings: Class Material, Textbook (Chapter 1) Resources: TBA	Discussions: What is the purpose of strategic management? [(Required/Graded: 15 Points) Assignments: "Topic: What is the main purpose strategic management?" Write a short essay (less than 100 words) for the topic in APA style with at least two references. [(Required/Graded: 45 Points)
Unit 4: Strategic Business Problem Solving Process & Defining a Problem	Lecture: Same as unit title Readings: Class Material #4, Textbook Chapter 5 Resources: TBA	Discussions: Why does defining a problem is so important? [(Required/Graded: 15 Points) Assignments: "Topic: What does make 'defining a problem' is so difficult in business?" Write a short essay (less than 100 words) for the topic in APA style with at least two references. TBA [(Required/Graded: 45 Points)
Unit 5: Strategic Goal Setting	Lecture: Same as unit title Readings: Class Material #5 Resources: TBA	Discussions: Why if your personal goal is not aligned with organizational goal, what will you do? [(Required/Graded: 15 Points) Assignments: "Topic: What if your personal goal is not aligned with organizational goal, how can you resolve the misalignment issue? Write a short essay (less than 100 words) for the topic in APA style with at least two references. TBA [(Required/Graded: 45 Points)
Unit 6: External Analysis	Lecture: Same as unit title	Discussions: What is the most challenging external factor for

	<p>Readings: Class Material #6, Textbook Chapter 3 Resources: TBA</p>	<p>Huawei? [(Required/Graded: 15 Points)</p> <p>Assignments: “Topic: By conducting Porter’s five-forces model, describe the most challenging external opportunity and threat for Huawei”. Write a short essay (less than 100 words) for the topic in APA style with at least two references. [(Required/Graded: 45 Points)</p>
<p>Unit 7: Internal Analysis 1 (Financial)</p>	<p>Lecture: Same as unit title Readings: Class Material #7, Textbook Chapter 4 Resources: TBA</p>	<p>Discussions: What is the most critical financial issue of Tesla? [(Required/Graded: 15 Points)</p> <p>Assignments: “Topic: By conducting ROIC analysis, describe the most challenging financial trouble of Tesla”. Write a short essay (less than 100 words) for the topic in APA style with at least two references. TBA [(Required/Graded: 45 Points)</p>
<p>Unit 8: Internal Analysis 2 (Value Chain)</p>	<p>Lecture: Same as unit title Readings: Class Material #8, Textbook Chapter 4 Resources: TBA</p>	<p>Discussions: What are strength and weakness of WKU in Chinese higher education? [(Required/Graded: 15 Points)</p> <p>Assignments: “Topic: By conducting W. Kim’s Value Chain analysis, describe the most critical strength and weakness of WKU in Chinese higher education”. Write a short essay (less than 100 words) for the topic in APA style with at least two references. TBA [(Required/Graded: 45 Points)</p>
<p>Unit 9: Competitive Advantage (RBV Approach)</p>	<p>Lecture: Same as unit title Readings: Class Material #9, Textbook chapter 5. Resources: TBA</p>	<p>Discussions: What is the core competences of Xiaomi? [(Required/Graded: 15 Points)</p> <p>Assignments: “Topic: Describe the core competencies of Xiaomi in</p>

		Global economy". Write a short essay (less than 100 words) for the topic in APA style with at least two references. TBA [(Required/Graded: 50 Points)
Unit 10: Case of Local Currency	Lecture: Same as unit title Readings: Class Material #10 Resources: TBA	Discussions: Can competitive advantages go along with social responsibility? [(Required/Graded: 15 Points) Assignments: "Topic: Is it possible to keep core competitive advantage of a business organization with keeping high level of social responsibility?" TBA [(Required/Graded: 50 Points)
Unit 11: Competitive Advantage (Source #1)	Lecture: Same as unit title Readings: Class Material #12 Resources: TBA	Discussions: What does a business strategist can do for a society? [(Required/Graded: 15 Points) Assignments: "Topic: Find a case of a business professional's big contribution to Chinese society, and describe what business strategy did s/he applied?". Write a short essay (less than 100 words) for the topic in APA style with at least two references. TBA [(Required/Graded: 50 Points)
Unit 12: Competitive Advantage (Source #2)	Lecture: Same as unit title Readings: Class Material #12 Resources: TBA	Discussions: What does kill high potential's motivation? [(Required/Graded: 15 Points) Assignments: "Topic: Describe the root cause of killing motivation of newly hired business talent in large corporation". Write a short essay (less than 100 words) for the topic in APA style with at least two references. TBA [(Required/Graded: 50 Points)
Unit 13: Formulating	Lecture: Same as unit title	Discussions: Does BYD apply cost-

<p>Strategy #1: Cost Leadership</p>	<p>Readings: Class Material #13, Textbook Chapter 6, 7. Resources: TBA</p>	<p>leadership strategy in global economy? [(Required/Graded: 50 Points)</p> <p>Assignments: “Topic: Describe the BYD’s business strategy in terms of cost and differentiation in the global economy”. Write a short essay (less than 100 words) for the topic in APA style with at least two references. TBA [(Required/Graded: 50 Points)</p>
<p>Unit 14: Formulating Strategy #2: Differentiation</p>	<p>Lecture: Same as unit title Readings: Class Material #13, Textbook Chapter 6, 7 Resources: TBA</p>	<p>Discussions: Does WeChat provide a differentiated value in global economy? [(Required/Graded: 15 Points)</p> <p>Assignments: “Topic: Describe the WeChat’s differentiation business model strategy in global economy. What does the company do to add values?”. Write a short essay (less than 100 words) for the topic in APA style with at least two references. TBA [(Required/Graded: 50 Points)</p>
<p>Unit 15: Corporate-level Strategy</p>	<p>Lecture: Same as unit title Readings: Class Material #13, Textbook Chapter 8 Resources: TBA</p>	<p>Discussions: Do you think “Haier” need to diversify their product portfolio or not? [(Required/Graded: 15 Points)</p> <p>Assignments: “Topic: By conducting strategic group analysis, describe why or why not Haier need to diversify their product portfolio”. Write a short essay (less than 100 words) for the topic in APA style with at least two references. TBA [(Required/Graded: 50 Points)</p>
<p>Unit 16: Global Strategy</p>	<p>Lecture: Same as unit title Readings: Class Material #13, Textbook Chapter 9 Resources: TBA</p>	<p>Discussions: How to manage cultural difference in global business? [(Required/Graded: 15 Points)</p> <p>Assignments: “Topic: Describe your personal experience of cultural differences in business. Then,</p>

		describe how will you manage the cultural difference for other people?”. Write a short essay (less than 100 words) for the topic in APA style with at least two references. TBA [(Required/Graded: 50 Points)
* Course Project: TBA		

Important Dates

For important dates, please consult the Academic Calendar via the following link:

<http://www.wku.edu.cn/en/academics/academic-calendar/>

Technical Requirements (if any)

Example for Blackboard

1. In order for your Blackboard course to function correctly, you will need to disable pop-ups on your Internet browser.
2. Make sure you have Microsoft Office installed on your computer. You may be eligible for a free MS Office Software Student Edition. You are required to create an account and provide a valid Kean University ID to obtain access to the software applications. To start the application process, go to the [Office 365 Education website](#).
3. Download the latest versions of the following:
 - Adobe Acrobat Reader
 - Java JRE

Assessment

Determination of the final course grade will be based on the cumulative percentage points you earn from the following:

Final grades will be determined by the combined weighted average of course requirements.

Item	Nature of Assignment	Points
Exam 1	Individual	100

Exam 2	Individual	100
Exam 3	Individual (Optional if project performed)	100
Course Project, Homework & Lab assignment	Individual	100
Class Attendance & Participation	Individual	50
Total		450 (100%)

Grades will be determined according to the following university scale:

A	>= 93%
A-	90% - <93%
B+	87% - <90%
B	84% - < 87%
B-	80% - <84%
C+	77% - <80%
C	70% - <77%
D	60% - <70%
F	< 60%

Academic Early Alert

Academic Early Alert information will be provided to students by the instructor via Advise. Please see the 2021-2022 Undergraduate or Graduate Catalog for more information.

Course Policies

Provide Course Policies, if necessary, such as participation, etc. in addition to the following:

Class Recordings (Live Sessions/Collaborate)- if applicable

In this class software may be used to record live class discussions. As a student in this class, your participation in live class discussions will be recorded. These recordings will be made available only to students enrolled in the class, to assist those who cannot attend the live session or to serve as a resource for those who would like to review content that was presented. All recordings will become unavailable to students in the class when the course is closed.

Students are not permitted to record (or download) the course experience. If a recording of the course is required for accommodation purposes students must make those arrangements with the Office of

Accessibility Services. Students found to have recorded (or downloaded) course experiences without authorization are subject to review by the Office of Student Conduct and Community Standards.

Privacy Statement

Assuring privacy among faculty and students engaged in online instructional activities helps promote open and robust conversations and mitigates concerns that comments made within the context of the class will be shared beyond the classroom. As such, recordings of instructional activities occurring in online classes may be used solely for internal class purposes by the faculty member and students registered for the course, and only during the period in which the course is offered.

Policies

Students are responsible to review and understand the *University Academic Integrity Policy* available at <https://www.kean.edu/academic-integrity>

Instructors must indicate on the syllabus and/or individual assignment if the use of Wenzhou-Kean University academic support services (Tutoring and/or Writing Center of English Language Center) is permitted for take home assignments/exams.

Students are welcome to contact English Language Center (ELC) via elc@wku.edu.cn for inquiries and questions of receiving assistance with English. Faculty are encouraged to refer students who need assistance to ELC by sending emails to hexiaolu@wku.edu.cn.

Online 1-1 Peer Tutoring Service is available. Students can log in MY WKU account > Choose Resource Booking >Book Course Tutoring / preferred tutor. Students shall book services 24 hours in advance and cannot exceed 4 hours per month. Course list with tutors' availability will be sent to all students by email. In addition, Course Group Tutoring Service is available to support students who enroll in historically more challenging courses. Detailed information will be sent to students by email during the semester. Students are welcome to contact Student Academic Support Service Center via email at sassc@wku.edu.cn or via QQ 2564392014 for more information.

Students should review the *Student Code of Conduct*, as it discusses expectations of appropriate conduct in the classroom: <http://www.wku.edu.cn/en/org/student-affairs/code-of-conduct/>

All students must have a valid Kean email account. For those who do not already have one, please contact the Office of the Registrar via phone 0577-55870166 or by email registrar@wku.edu.cn. If you forgot your password or have a problem of logging in your email account or Blackboard, please contact the Office of Computer and Information Service (OCIS) via ithelpdesk@wku.edu.cn.

Diversity & Non-Discrimination Statement:

Wenzhou-Kean University is committed to establishing and maintaining a diverse campus community through inclusive excellence and equal opportunity. Wenzhou-Kean's commitment to access and equity is designed to prepare each graduate to not only thrive, but climb higher in a diverse world. As an affirmative action, equal opportunity institution we work to support a campus-wide agenda to foster a community that both values and promotes the diversity and equity of all students, faculty, staff, administrators, and beyond.

Students with Disabilities Statement

Students with documented disabilities who may need instructional accommodations or special arrangements in the event of an evacuation should notify the instructor as soon as possible and no later than the second week of the term. Students may also contact Ms. Zhenzhen XIA at the Office of the Vice Chancellor for Student Affairs (General Education Hall, A219) by phone at 0577-55870153 or email ycsa@wku.edu.cn to discuss special needs, accommodations and arrangements.

Title IX

Title IX of the Education Amendments of 1972 (Title IX) prohibits discrimination on the basis of sex in education programs or activities. Sexual harassment in any form will not be tolerated at Kean University. Sexual harassment by students should be reported to the Office of Affirmative Action Programs, Office of the Vice President for Student Affairs or the Office of Community Standards and Student Conduct immediately. Information about the University's Sexual Misconduct Policy may be found at the following: <https://www.kean.edu/offices/policies/sexual-misconduct-policy>. Student may contact Dr. Shuli XU (shulix@wku.edu.cn), the Title IX contact person at WKU.