

Business Strategy and Planning Syllabus

Professor: Richard Meaders

Office: Bldg 24 Room 414 Office Hours: As posted or by appointment.

Time: Mon 5-6PM, Fri 4-6PM

Course Description: This course will cover the concepts of strategy and how leaders plan and make decisions to improve the competitive advantage, profitability and performance of their organization.

Aim of Instruction: The aim of the course is to give students a better understanding of the key concepts of Strategic Management and Planning. Students should also become comfortable discussing those concepts and terms in English in preparation for future courses in strategic management and a global business career.

Method of Instruction: Lecture, Discussion, Question and Answer. A Korean teaching assistant will help during the discussion, question and answer parts of class so that students can ask questions and receive clarification of difficult concepts in Korean.

Grading:

Mid-term:	30%	Covering the text and material as assigned.
Final:	40%	Covering the text and material as assigned..
Attendance:	15%	If you want to do well, come to class.
Participation:	15%	Participation in class discussions is important for learning. Please ask and answer questions in class.

Textbook: Strategy: Winning in the Marketplace, Second Edition
Thompson/Gamble/Strickland

Weekly Schedule:

Week 1	Introduction
Week 2	Part I: Introduction and Overview
Week 3	Part I: Introduction and Overview
Week 4	Part I: Introduction and Overview
Week 5	Part II: Core Concepts and Analytical Tools
Week 6	Part II: Core Concepts and Analytical Tools
Week 7	Part II: Core Concepts and Analytical Tools
Week 8	~~~Mid-term Exam~~~
Week 9	Part III: Crafting the Strategy
Week 10	Part III: Crafting the Strategy
Week 11	Part III: Crafting the Strategy
Week 12	Part III: Crafting the Strategy
Week 13	Part IV: Executing the Strategy
Week 14	Part IV: Executing the Strategy
Week 15	Part IV: Executing the Strategy
Week 16	~~~Final Exam~~~

Have a GREAT SUMMER VACATION!!