



Course Syllabus

Course & Section	BUSN 6200-57 – Strategy and Competition	
Term	Fall 1, 2009 Fort Sam Houston, TX	
Instructor	Name: Fred Barrera Phone: (210) 697-3201 Email: barreraf@webster.edu Address: P.O. Box 100447, San Antonio, TX 78201	
Catalog Description	The student examines the conceptual and practical aspects of business policies and policy decision making by utilizing all the concepts, theories, and tools that were presented in the previous courses. The student should be able to analyze and recommend a comprehensive and workable approach to the situation. The course should cover current business issues and developments.	
Prerequisites	All other core MBA courses	
Course Level Learning Outcomes	Outcome	Expectation
	1. Students understand the important facts, terminology, concepts, principles, and theories in the area of Strategy.	Students can discuss the results of research that links strategic variables to firm performance (e.g. The PIMS findings). Students can describe the various models and methods used to conduct external and internal analysis (e.g. SWOT, BCG, Porter, etc.)
	2. Students can conduct industry analysis to assess the relative market position of a firm or product division.	Students can prepare a written analysis of a business situation, including market structure, within the parameters of the Porter 5 Forces Model or standard Economic Market Structures to assess market conditions.
	3. The student will be able to use accounting and financial information to assist in their strategic analysis.	Students can determine the relative well-being of the firm and identify specific performance problems (e.g. inventory management, debt load, etc.) based on financial statements. Students can determine whether the financial condition of the firm will allow the firm to pursue a desired strategy.

	4. The MBA will be able to use quantitative tools to assist in the analysis of the strategy of the firm.	<p>Students can discuss quantitative tools that can be used to assess competitive position and strategy.</p> <p>Students can identify situations when these quantitative tools can be helpful in the analysis. They can apply the tools and interpret the results.</p>
	5. The MBA can address unstructured business problems that span multiple functional areas.	The MBA will, when faced with an unstructured business situation (through a case or simulation), be able to identify the key factors driving problem or situation, the additional information needed to understand the situation, and to set priorities for decision and action.
Materials	Capstone Team Member Guide 2006. Cost is \$39.95 per team member. Instructor will provide Guide to students on the first day of class.	
Grading	<p>Capstone Simulation Strategy = 80% of final grade Comp X-M Final Exam = 20% of final grade</p> <p>A = 91+, B = 81-90, C = 71-80</p>	
Activities	<p>The course will consist of 8 rounds of the Capstone Strategy Simulations, followed by an analysis of each round by the teams. The Capstone Strategy Simulations brings together all of the primary functions of business and combines it within a competitive framework that demonstrates strategic thinking and strategy.</p> <p>Teams will participate in the requirement of presenting their decisions in the simulation exercise and explain the strategies utilized to conclude with these decisions.</p> <p>The course will also allow for the presentation of a research project that identifies the characteristics of a CEO. This will allow the student to better understand the strategy of decision-making that is an integral part of the CEO's responsibilities.</p> <p>Each student will individually prepare a written analysis of a case with final recommendations.</p> <p>Students will take a mandatory comprehensive final exam which reflects all major functions of business.</p>	
Policy Statements: University Policies	University policies are provided in the current course catalog and course schedules. They are also available on the university website. This class is governed by the university's published policies. The following policies are of particular interest:	

	<p>Academic Honesty The university is committed to high standards of academic honesty. Students will be held responsible for violations of these standards. Please refer to the university’s academic honesty policies for a definition of academic dishonesty and potential disciplinary actions associated with it.</p> <p>Drops and Withdrawals Please be aware that, should you choose to drop or withdraw from this course, the date on which you notify the university of your decision will determine the amount of tuition refund you receive. Please refer to the university policies on drops and withdrawals (published elsewhere) to find out what the deadlines are for dropping a course with a full refund and for withdrawing from a course with a partial refund.</p> <p>Special Services If you have registered as a student with a documented disability and are entitled to classroom or testing accommodations, please inform the instructor at the beginning of the course of the accommodations you will require in this class so that these can be provided.</p> <p>Disturbances Since every student is entitled to full participation in class without interruption, disruption of class by inconsiderate behavior is not acceptable. Students are expected to treat the instructor and other students with dignity and respect, especially in cases where a diversity of opinion arises. Students who engage in disruptive behavior are subject to disciplinary action, including removal from the course.</p> <p>Student Assignments Retained From time to time, student assignments or projects will be retained by the department for the purpose of academic assessment. In every case, should the assignment or project be shared outside the academic department, the student's name and all identifying information about that student will be redacted from the assignment or project.</p> <p>Contact Hours for this Course It is essential that all classes meet for the full instructional time as scheduled. A class cannot be shortened in length. If a class session is cancelled for any reason, it must be rescheduled.</p>
<p>Course Policies</p>	<p>Class meetings are to be treated as important business appointments. Because so much of the value of this course comes from class discussion, attendance is required. There are, of course, excusable absences. However, they will always be for reasons that are beyond your ability to control. Please talk to me about any absences.</p> <p>The University reserves the right to utilize electronic databases, such as Turnitin.com, to assist faculty and students with their academic work.</p>

Weekly Schedule	Week 1	<p>Topics:</p> <ul style="list-style-type: none"> • Introduction to Capstone Simulation. • Register for Capstone Simulation Exercises • Discussion of Comp X-M exam • Complete Rehearsal Rounds <p>Assignment for Week 2:</p> <ul style="list-style-type: none"> • Read Capstone Team Member Guide.
	Week2	<p>Topics:</p> <ul style="list-style-type: none"> • Discussion of Rehearsal Results • Plan for Practice Rounds • Select team members for Companies • Complete Practice Rounds. <p>Assignment for Week 3:</p> <ul style="list-style-type: none"> • Review Practice Rounds
	Week 3	<p>Topics:</p> <ul style="list-style-type: none"> • Discuss Practice Rounds Results • Discuss Strategies • Complete Competitive Round 1 <p>Assignment for Week 4:</p> <ul style="list-style-type: none"> • Review results of Round 1 • Prepare Presentation for Round 1 results • Prepare for Round 2
	Week 4	<p>Topics:</p> <ul style="list-style-type: none"> • Presentation by teams of Round 1 results • Complete Competitive Round 2 <p>Assignment for Week 5:</p> <ul style="list-style-type: none"> • Review results of Round 2 • Prepare Presentation for Round 2 results • Prepare for Round 3
	Week 5	<p>Topics:</p> <ul style="list-style-type: none"> • Presentation by teams of Round 2 • Complete Competitive Round 3 <p>Assignment for Week 6:</p> <ul style="list-style-type: none"> • Review results of Round 3 • Prepare Presentation for Round 3 results • Prepare for Rounds 4 and 5

	Week 6	<p>Topics:</p> <ul style="list-style-type: none"> • Presentation by teams of Round 3 • Lecture on Team Successes/Problems • Complete Competitive Rounds 4 and 5 <p>Assignment for Week 7:</p> <ul style="list-style-type: none"> • Review results of Rounds 4 and 5 • Prepare Presentation for Round 4 & 5 results • Prepare for Rounds 6 and 7
	Week 7	<p>Topics:</p> <ul style="list-style-type: none"> • Presentation by teams of Round 4 and 5 • Complete Competitive Rounds 6 and 7 • Discussion of Comp X-M <p>Assignment for Week 8:</p> <ul style="list-style-type: none"> • Review results of Round 6 and 7 • Prepare Presentation for Round 6 & & results • Prepare for Round 8
	Week 8	<p>Topics:</p> <ul style="list-style-type: none"> • Presentation by teams of Rounds 6 and 7 • Complete Competitive Round 8 • Begin Comp X-M exam <p>Assignment for Week 9:</p> <ul style="list-style-type: none"> • Review results of Round 8 • Prepare Presentation for Round 8 results • Plan to complete Comp X-M
	Week 9	<p>Topics:</p> <ul style="list-style-type: none"> • Presentation by teams of Round 8 • Complete Comp X-M exam • Discuss evaluation of simulation exercise • Final Comments/Closing
<p>Additional Information</p>	<ul style="list-style-type: none"> • This syllabus may be revised at the discretion of the instructor without the prior notification or consent of the student. • There will be no class on Monday, September 7th in observance of Labor Day. • The make up date will be Friday, September 11th from 6 p.m. – 10 p.m. at Ft. Sam Houston, building 2247 • Class will meet on Monday, October 12th, Columbus Day 	