

STRATEGIC MANAGEMENT

BU 469⁴⁰

SPRING 2000 SEMESTER

JIM WALSH

COURSE SYLLABUS

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Strategic Management

TEXT: Strategic Mgmt

7th edition 1998

Author: F. R. David

COURSE OBJECTIVES:

1. To develop student insight and understanding of management issues and problems from a corporate perspective.
2. To broaden student experience and awareness of corporate strategies and their appropriateness of these approaches in a variety of settings.
3. To stimulate students to utilize comprehensive business knowledge in real cases and to explore and evaluate the practical application of these techniques.
4. To create a course environment that encourages and supports individual **growth**, teamwork, independent thinking and creativity.

COURSE STRUCTURE:

1. **Readings and experiential exercises** from the text, supplemented with journal articles and other materials as applicable to class discussions.
2. Classroom discussions focusing on strategic concepts and application of these in case studies across a broad spectrum of business enterprises.
3. Open expression of ideas to justify and defend positions taken in case studies under review.

ASSESSMENT PROGRAM: The purpose of this assessment program is to assess your overall business knowledge and skills prior to graduation. A case-study will be distributed between the mid-term and final examinations. The case will not be graded, nor will the results affect your grade or GPA. You will have one week to complete the case. The business faculty will use the results to assess and improve, as necessary, the business program at Chaminade University. Mahalo for your support and for helping us provide continuous improvement in our business offerings.

ASSIGNMENTS:

1. Case studies and readings will be assigned and need to be prepared for each class.
2. Periodic group assignments analyzing and developing positions for specific cases.
3. Teams will complete a written analysis and presentation of their findings on a company of their choice.

GRADING:	Weekly preparation/ Case	20%
	Company Project	30%
	Midterm	25%
	Final	25%

ASSIGNMENTS

4/8/00	CHAPTER 1 CHAPTER 2	Hershey Foods
4/15/00	CHAPTER 2 CHAPTER 3	The Limited, Inc. Banc One Corp
4/22/00	CHAPTER 4	Avon Products
4/29/00	CHAPTER 5 CHAPTER 6	Central United Church Audubon Zoo
5/6/00	MIDTERM	
5/13/00	CHAPTER 7	Carnival Corporation Apple Computer
5/20/00	CHAPTER 8 CHAPTER 9	Circus Circus Enterprises Southwest Airlines
5/27/00	CHAPTER 10	Boeing/NIKE
6/3/00	COMPANY PRESENTATIONS	
6/10/00	FINAL	

Course Plan Discussion

- What do you expect from this course?
- What do you expect from the professor?
- What makes you "excited" about a course?
- What turns you off about a course?
- What types of cases or companies interest you?
- What changes in grading do you suggest?

Company Presentation

- Divide analysis between group members.
- Take advantage of member talents/skills.
- Set up meeting time or share e-mail info.
- Share presentation sections.
- Presentation will be 35-45 minutes.
- Practice presentation.,
- Use creativity to enliven your presentation.

Company Presentation

- A. Paper:
- Must do justice to analysis vs. set # pages.
- Must be typewritten.
- Analysis should include: Background and present situation; SWOT analysis; financial performance; industry analysis; key issues facing company and recommendations.

Company Presentation

- B. Presentation.*
- Should be shared among team members.
- Use creative presentation techniques..
- Emphasize key points of each analysis area.
- Recommendations presented clearly.
- Limited to preset time limit of about 45 minutes.

COMPANY PRESENTATION

- Form groups of 2-4 people by 4/22/00.
- Group chooses company/organization.
- Name of company due by 5/6/000
- Presentation to be made 6/3J00.
- Paper due 6/3/00.
- Grade is 50% presentation & 50% paper.
- Members participation surveyed.