



# LINCOLN UNIVERSITY

## Business Strategy and Decision-Making (BA 380)

COURSE SYLLABUS

Summer, 2017 – Tuesday, Thursday (12:30pm – 3:15 pm)

Why do some companies succeed while others fail? A Business Strategy and Decision Making course provides this information and understanding. Strategy is now a set of important related actions that managers have to take for increasing their company's performance. This course will help Lincoln MBA students understand that achieving superior performance relative to rivals is the ultimate challenge in today's business environment.

Instructor: Dr. Arthur Ashurov, # 407;

Office Hours: Thursdays from 11:45am to 12:30pm by arrangement

Phone: (510) 628-8010

E-mail: ashurov@lincolnuca.edu

3 Units = 45 Lecture Hours

### Required Textbooks:

*Essentials of Strategic Management*, 2017, 5<sup>th</sup> Edition, J. Gamble, M. Peteraf, A. Thompson; McGraw Hill, ISBN : 978-1-259-54698-3

### Course Description:

Students are expected to develop a better understanding of business strategy approaches and techniques, and to acquire skills and knowledge relating to the decision-making process. Emphasis is on decision-making while still recognizing the importance of the specialized functions of an organization. Readings and case materials are reinforced with participation through written tests, papers, and oral presentations. This is the MBA program capstone course. (3 units). *Prerequisites: BA 301, BA 304, BA 307, BA 320, BA 340, and at least two concentration courses.*

Last Revision: June 5, 2017

### Course Objectives:

1. To understand the nature of a business strategy and how to define it.
2. To develop a better understanding of business strategy approaches and techniques.
3. To acquire knowledge and skills related to the decision-making process and discuss the importance of the specialized functions of an organization.
4. To learn case materials with participation through written tests and oral presentations.
5. To discuss fundamentals of building competitive advantage through functional-level and business-level strategy.
6. To learn business strategy approaches in the Global Environment.

To pursue these objectives more effectively, we will discuss cases and problems in class.

Methodology: Lectures, In-Class Discussions, Credit Time, Case Study, Quizzes

Attendance:



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Students are expected to attend each class section. If you cannot attend a class due to a valid reason, please notify the instructor prior to the class.

## Grading Policy:

Your grade will be determined as follows:

Grade Structure	Points
Team Presentation + Team Evaluation	70 + 30
Attendance	30
Participation in the Class	70
Midterm Exam	100
Final Exam	100
Total Points	400

Grades will be earned as follows:

Points Earned	Letter Grade
360- 400; 340-359	A; A-
320-339; 300-319; 280-299	B+; B; B-
260-279; 240-259; 220-239	C+; C; C-
180-219	D
<180	F

## Exams:

We will have two exams: midterm and final exam during the course of the semester. Exams will cover all assigned chapters, any additional readings or supplementary materials covered in class. Students for whom English is not a first language may use a dictionary during exams.

**ABSOLUTELY NO MAKEUP TESTS AND PROJECTS ARE ALLOWED.**

## Other Comments:

- Please participate. What you put into the class will determine what you get out of it – and what others get out of it.
- Please come **on time**. Late arrivals disturb everyone else. Attendance will be taken in **10-15 minutes** after the beginning of each class.
- Students may not read other materials (newspapers, magazines) during class.
- Students are to remain in class during the entire session with the exception of breaks. **Students are not allowed to come and go during class session.**
- If you miss a class, you are responsible for getting notes/slide printouts on the material covered from a classmate or the instructor.
- To avoid distracting noise in class, cellular phones **must** be turned off or the ringing mode silenced.
- All class participants are expected to exhibit respectful behaviors to other students and the instructor. All students have the right and privilege to learn in the class, free from harassment and disruption. Inappropriate or disruptive behavior will not be tolerated, nor will lewd or foul language.

*The instructor reserves the right to change this syllabus*



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## CLASS SCHEDULE

	<b>Focus of Discussion</b>	<b>Homework Assignment</b>
T: 6/13	Orientation via Syllabus. Introduction to Course. Class Discussion: Chapters 1. Team Project Assignment.	Ch.1
Th: 6/15	Chapter 2. Case 1 assigned	Ch.2 . Case 1 - reading and answering questions in writing.
T: 6/20	Case 1 discussion. Chapter 3. Case 2 assigned.	Ch.3. Turn in Case 1 answers. Case 2 - reading and answering questions



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		in writing.
Th: 6/22	Case 2 discussion. Chapter 4. Case 3 assigned.	Ch. 4. Turn in Case 2 answers. Case 3 - reading and answering questions in writing.
T: 6/27	Case 3 discussion. Chapter 5. Case 4 assigned.	Ch. 5. Turn in Case 3 answers. Case 4 - reading and answering questions in writing.
Th: 6/29	Case 4 discussion. Midterm Exam review: Midterm Exam Case discussion. Exam Case assigned.	Turn in Case 4 answers. Exam Case reading assignment.
T: 7/04	NO CLASS	
Th: 7/06	<b>Midterm Exam (Exam Case)</b>	
T: 7/11	Midterm Exam results review. Chapter 6. Case 5 assigned.	Ch. 6. Case 5 - reading and answering questions in writing.
Th: 7/13	Case 5 discussion. Chapter 7. Case 6 assigned.	Ch. 7. Turn in Case 5 answers. Case 6 - reading and answering questions in writing.
T: 7/18	Case 6 discussion. Chapters 8, 9. Case 7 assigned.	Ch. 8,9. Turn in Case 6 answers. Case 7 - reading and answering questions in writing.
Th: 7/20	Chapters 9, 10. Case 7 discussion.	Ch. 9,10, Turn in Case 7 answers.
T: 7/25	Team Project Presentation. Final Exam review: Exam Case assigned.	Exam Case reading assignment.
Th: 7/27	<b>Final Exam (Exam Case)</b>	

**NOTE: This schedule is subject to change**