**CLASS INFORMATION**

Benedictine University  
MBA_MGMT_MIS 671 - Strategic Management  
Spring 2016  
March 31st – June 2nd  
Thursdays, 6:30 – 9:30 PM  
Classroom location: Refer to MyBenU

**COURSE PREREQUISITES**

Based upon the graduate catalog, the following are prerequisites for this class:

- Completion of all of the 500-level core courses (MBA 500, 510, 520, 530, and 541)
- Completion of all of the 600-level required courses constituting the Managerial Process area (MBA 601, 611, 630, 641, 651, and 661)

**NOTE:** This course should be taken within two (2) courses of program completion.

**INSTRUCTOR INFORMATION**

Program Director of Master of Science in Accountancy and Taxation  
Assistant Professor: John C. Draut  
Office Phone: 630-829-1937  
E-Mail: jdraut@ben.edu  
Office hours: M/W/TH 4 – 6 PM  
Office: Goodwin Hall 367

**COURSE OBJECTIVES**

As a result of this course, students will be able to:

- Discuss the value of strategy and its impact on the business enterprise.
- Compare and contrast current models and approaches to strategy formulation and implementation.
- Evaluate the driving forces behind a firm’s movement from a single and dominant business strategy to a more diversified strategic approach.
- Interpret the impact of international diversification on firms’ returns and innovation.
- Formulate senior management strategies to establish an ethical and socially responsible organizational culture.
- Identify acquisition strategies that enhance innovation.
- Integrate the functional disciplines of previous coursework to develop and present a capstone project.

**CLASS OVERVIEW & GRADING**

Student grades will be based upon the following:

- Quizzes / Case Discussions – 100 Points - 10% of final grade  
  - 10 Points
- Two Individual Case Analyses – 200 Points - 25% of final grade  
  - 50 Points
- Peer Evaluation - 100 Points – 10% of the final grade  
  - 10 Points
- Team Case Analysis – 100 Points – 10% of the final grade  
  - 10 Points
- Three Year Strategic Plan – 200 Points - 15% of final grade  
  - 30 Points
- Capstone Group Presentation – 200 Points - 20% of final grade  
  - 40 Points
- Overall BSG Company Evaluation – 200 Points - 20% of final Grade  
  - 40 Points
  - Total Points: 190 Points

**REQUIRED TEXT**


- The course will employ case studies located within the text
- The class will engage in an interactive business strategy game that will be team centered and focus on:
  - Managing a Global Shoe Company
  - Competing against fellow class teams
  - Taking two online quizzes on the text material
  - A Cap Stone Presentation of the final games out comes
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<th>IMPORTANT REMINDERS</th>
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<td>This course should be taken within two (2) courses of completion of the MBA degree program. The course contains a final Capstone group presentation before a panel of MBA and Benedictine Faculty members. This process will be discussed in class in greater detail. The class will have 9 regular class sessions, and the formal presentation in Week 10.</td>
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Students are expected to check the class Desire2Learn (D2L) site prior to the first night of class and on an on-going basis.

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<th>PRE-CLASS ASSIGNMENT</th>
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<td>• Read Chapters 1 and 2 in the text</td>
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<td>• We will form teams and sign up for the Business Simulation Game</td>
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<td>• We will also assign the team case presentations</td>
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<td>The class focuses on integrating the diverse classes within the BU MBA program. It will provide each student with a comprehensive management tool and arm them with knowledge and skills that will assist them in meeting their career and personal goals</td>
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