



LINCOLN UNIVERSITY

BA 380

Business Strategy and Decision-Making

COURSE SYLLABUS

Department of Business and Economics

Spring, 2009

Lecture Schedule: Saturday, 12:30 PM – 3:15 PM

Credit: 3 units

Instructor: Professor Sergey K. Aityan

Office Hours: Wednesday, 1:00 PM – 4:00 PM

Other days: by appointment

e-mail: aityan@lincolnuca.edu

☎: (510) 628-8016

Text:

1. Main Textbook:

Hitt, Ireland, and Hoskisson, “Strategic Management, Concepts and Cases,” 8th Ed., Cengage Learning/South-Western, 2009, ISBN # 978-0-324-65559-9

2. Course lecture notes:

Sergey Aityan, “Business Strategy and Decision-Making,” the online course notes.

3. Additional reading on System Approach:

Peter M. Senge, “The Fifth Discipline. The Art & Practice of the Learning Organization,” 1994. ISBN:0-385-26095-4.

Last Revision: January 2, 2009

Catalog description

Each student is expected to develop a better understanding of business strategy approaches, and techniques, and to acquire knowledge and skills 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, a paper, and oral presentations, in

decision-making processes and computer applications. This is the capstone course, and not for beginners. (3 units)

Prerequisite: BA 301, BA 304, BA 306, BA 340, BA 45 and most other graduate core courses.

Course Objectives

Objective: To introduce students to the basic aspects of modern business strategies, the appropriate analysis methodologies, risk assessment, business decisions, business decision-making process, methodologies, and its automation.

Procedures and Methodology

Lecture method is used in combination with a supervised business case study. The emphasis will be on learning by doing. Every student must participate in an intensive classroom activity

Course Project

Every student must complete and submit a business plan

Requirements

All students are required to attend classes. Continuous assessment is emphasized. Written or oral quizzes will be given every week. Reading, writing and “business case study” assignments will be made throughout the course. Students must complete all assignments and take all quizzes, mid-term exam and final exam on the dates due. Plagiarism will result in the grade “F” and a report to the administration.

Grading

Activity	Time	Percent
Quizzes, home tasks, and classroom activities	Every week	20%
Project	Every week	20%
Mid-term exam	Second part of March	20%
Final exam	Last week of the course	40%

Scoring

All results of written test will employ a numerical scoring system that is convertible as indicated below.

94-100	A
90-93	A-
87-89	B+
83-86	B
80-82	B-
77-79	C+

73-76	C
70-72	C-
67-69	D+
63-66	D
60-62	D-
0-59	F

Course Schedule

Week	Topic	Chapters
1	(a) Introduction to Business Strategy	Ch. 1
	(b) The Twenty Most Influential Businessmen of All Times	Ch. 2
2	(a) Strategic Planning	Ch. 3
	(b) Case Studies - What makes good companies and how good companies may get in trouble	Ch. 4
3	Business Plan	Ch. 5
4	Competitive Strategy	Ch. 6
6	Vertical and Horizontal Integration	Ch. 8
7	Growth Strategy Matrices	Ch. 9
5	Porter's Five Forces. A Model for Industry Analysis	Ch. 7
8	(a) Review	Ch. 1 - 9
	(b) Midterm Exam	
10	Acquisition, Restructuring, and Cooperative Strategies	Ch. 12
11	Corporate Governance and Ethics	Ch. 13
12	International Strategy and Foreign Market Entry Modes	Ch. 14
9	(a) Case Study – System Approach	Ch. 10
	(b) System Approach and Strategic Thinking	Ch. 11
13	Risk Assessment and Reasonable Risk-Taking	Ch. 15
14	Strategic Behavior and Decision-Making	Ch. 16
15	(a) Strategic Scenarios	Ch. 17
	(b) Eras of Material, Energy, and Information Production	Ch. 18
16	(a) Review	Ch. 1 - 17
	(b) Comprehensive Final Exam	

Modification of the Syllabus.

The instructor reserves the right to modify this syllabus at any time during the semester. An announcement of any changes will be made in a classroom.