



LINCOLN UNIVERSITY

Business Strategy and Decision-Making (BA 380)

COURSE SYLLABUS

Spring, 2010 – Tuesday, Thursday (6:30pm – 9:15 pm)

Instructor: Dr. Arthur Ashurov
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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.

Required Textbooks:

Strategic Management, 7th Edition, Charles W. L. Hill; Gareth R. Jones.
Houghton Mifflin Company, ISBN 13: 978-0-618-64162-8; ISBN 10: 0-618-64162-9

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.

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
Attendance	10
Participation in the Class	50
Midterm Exam	100
Final Exam	100
Total Points	260

The grading policy based on a curve. Top 30% - A; next 50% - B; 20% - C/D
If total points < 130 - 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 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.



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The instructor reserves the right to change this syllabus

CLASS SCHEDULE

	Focus of Discussion	Reading Assignment
T: 3/23	Orientation via Syllabus. Introduction to Course. Class Discussion: Chapters 1.	Ch.1
Th: 3/25	Chapter 2. Case 1 assigned	Ch.2 . Case 1.
T: 3/30	Case 1 discussion. Chapter 3.	Ch. 3. Turn in Case 1 answers
Th: 4/01	Chapter 4. Case 2 assigned.	Ch. 3. Case 2.
T: 4/06	Case 2 discussion. Chapter 5.	Turn in Case 2 answers. Ch. 5
Th: 4/08	Ch. 6 Midterm Exam review: Exam Case assigned.	Ch.6 Exam Case
T: 4/13	Midterm Exam (Exam Case)	
Th: 4/15	Midterm Exam Case discussion. Chapter 7. Case 3 assigned.	Ch.7. Case 3
T: 4/20	Chapter 8. Case 3 discussion. Case 4 assigned.	Ch.8. Turn in Case 3 answers.
Th: 4/22	Chapter 9. Case 4 discussion. Case 5 assigned	Ch. 9, Turn in Case 4 answers. Case 5
T: 4/27	Chapter 10. Case 5 discussion. Case 6 assigned	Ch.10, Turn in Case 5 answers. Case 6
Th: 4/29	Chapter 11. Case 6 discussion. Case 7 assigned	Ch.11, Turn in Case 6 answers. Case 7
T: 5/04	Chapter 12. Case 7 discussion. Case 8 assigned.	Ch.12, Turn in Case 7 answers. Case 8
Th: 5/06	Chapter 12. Case 8 discussion Final Exam review: Exam Case assigned.	Ch.12 Turn in Case 8 answers. Exam Case
T: 5/11	Final Exam (Exam Case)	



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NOTE: This schedule is subject to change