



LAM FAMILY
COLLEGE of BUSINESS
SAN FRANCISCO STATE UNIVERSITY

San Francisco State University
Lam Family College of Business
Undergraduate Curriculum Committee

BUS 690 – Seminar in Business Policy and Strategic Management
Undergraduate Curriculum Committee Course Outline

COURSE OUTLINE

I. COURSE NUMBER AND TITLE: BUS 690 *Seminar in Business Policy and Strategic Management*

II. COURSE DESCRIPTION: *Prerequisite: A grade of C- or better in BUS 300, BUS 682, FIN 350, DS 412, MKTG 431, MGMT 405, ISYS 363 (ACCT 307); and upper division standing.* Capstone senior seminar in business policy and strategic management. Introduce the concepts, tools, and first principles of strategy formulation and competitive analysis to develop better socially responsible and environmentally responsive businesses. Dual emphasis on the role of internal and external organizational environment in strategy formulation and implementation. In-depth understanding of industries and competitors. Techniques for analyzing how firms can develop and sustain competitive advantages in the interest of people, planet, and profit. Comprehension of strategic problems and alternative solutions. Case studies provide the basis for analysis of business problems and strategic decision-making.

III. EFFECTIVE DATE: Fall 2008

IV. COURSE OBJECTIVES:

- To learn the modern theories and models that can be used to help managers identify, analyze, and solve strategic issues
- To develop a usable knowledge-base of a variety of industries, companies, and their strategic issues
- To enhance analytic skills by applying strategic decision-making to specific management problems
- To integrate functional perspectives to improve strategic thinking and decision-making
- To improve oral and written communication skills through case analyses and group presentations
- To improve teamwork skills through a semester-long team project

V. COURSE CONTENT:

The concepts and terminology in strategic management that should be covered are outlined below. Coverage of these topics should account for 25-40% of the class time. The remaining time would involve case analysis and other

applications of course concepts. Your syllabus should reflect coverage of the course content as listed below:

- A. Introduction to strategy and strategic decision making (1 week)
- B. Analysis of the external environment of the organization (1-2 weeks)
- C. Analysis of the internal environment of the organization (1-2 weeks)
- D. Business-level strategy: strategic positioning and competitiveness (2-3 weeks)
- E. Corporate-level strategy: diversification, international strategies, modes of expansion (3-4 weeks)
- F. Corporate entrepreneurship and innovation (2 weeks)
- G. Stakeholders, business ethics & corporate social responsibility (2 weeks)

Note 1: Cases should cover both domestic and international companies from a variety of industries.

Note 2: Course content and cases should include ethics, social responsibility, and global perspectives related to strategic management.

VI. PREREQUISITE KNOWLEDGE: A grade of C- or better in BUS 300, BUS 682, FIN 350, DS 412, MKTG 431, MGMT 405, ISYS 363 (ACCT 307); and upper division standing.

VII. TEACHING METHODS AND MATERIALS:

Methods: Concepts introduced using texts, videos, and in-class lectures.

Texts: Rothaermel, Frank, *Strategic Management*, or equivalent text in consultation with the course coordinator.

Extensive use of case analysis for application of concepts.

Extensive use of class discussion and participation.

Materials: Cases may be selected from the textbook or other case-publishers. Assigned materials should include current business-press readings.

VIII. GRADING:

Case Assignments	25%
Class Contribution	25%
Group Project	25%
Tests and Quizzes	25%

Revised: March 2019