

# Capital University of Economics and Business

## Overseas Chinese College

### Course Syllabus

<b><u>Year and Semester</u></b>	2022 Fall (September 5,2022-January 16, 2023)
<b><u>Course Name</u></b>	Strategy Business Leader
<b><u>Course Code</u></b>	SBL301
<b><u>Course Type</u></b>	<input type="checkbox"/> General Education(Required) <input type="checkbox"/> General Education (Elective) <input type="checkbox"/> Professional Course (Required) <input checked="" type="checkbox"/> Professional Course (Elective) <input type="checkbox"/> Basic Disciplinary Course
<b><u>Course Credits</u></b>	4
<b><u>Course Hours</u></b>	68
<b><u>Prerequisites</u></b>	ACCAF1
<b><u>Instructor</u></b>	Liya Bu (Catherine Bu)
<b><u>Contact Information</u></b>	Office: C203 Tel: (010)83951081 Email: buliya@cueb.edu.cn
<b><u>Office Hour</u></b>	W: 9:55-12:20; TH: 13:30-16:10
<b><u>Learning Centre</u></b>	M: 18:00—20:00pm; T: 13:30-15:05
<b><u>Grade/Section</u></b>	2020ACCA1/2
<b><u>Course Time/Place</u></b>	Y01 M: 13:30-15:05; W/TH: 8:00-9:35 /慎思楼 111 Y02 T/TH: 9:55-12:200 /慎思楼 111

#### **Textbook**

Strategic Business Leaders (SBL) Workbook For exams in Sep.2022 to Jun.2023, ISBN 9781-5097-4604-0

#### **Exercises Book**


Strategic Business Leaders (SBL) practice & Revision Kit For exams in Sep.2022 to Jun.2023,  
ISBN 9781-5097-4410-7

#### **Course Description**

The aims of this unit are to provide all course participants with the information required to ensure students understand SBL's structure, content, examination methodology. On the completion of this course, students will be able to understand the rationale for SBL, main content of relevant information as well as delivering knowledge into real cases use. This course will support students high quality of learning resources ensure students have the best chance of success in their future career.

#### **Student Learning Objectives**

After studying this course, students should be able to:

-  Understand effective leadership;

- ✚ Analyze both external and internal environments to make strategic choice;
- ✚ Assess and manage risks and ethical issues;
- ✚ Evaluate and implement strategic change;
- ✚ Apply for professional skills into answers to SBL exams.

### Website Source

1. <https://study.bpp.com/learningmedia>

### Teaching Methods

This course contains lectures, class discussions, homework, quizzes, presentation and final exam. Textbook content will be introduced first. Then real case and practice questions will be delivered to students as a way to test their understanding of the knowledge. This will require individual or group assignment in or after class.

### Grade Criterion

Component	Weight	Description
Final Exam	40%	A cumulative final examination will be given based on all contents of the class. The exam paper may be composed of a scenario of questions, which will be similar with real life examination cases. Students should rely primarily on homework assignments and mock exam to give them a sense of what they may see for material on exams.
Mid-term Test	—	No midterm test will be given.
Homework	15%	Most of the assigned homework is taken from the Activities in the textbook. Assignments will be collected at the clearly stated date. Late assignments will not be accepted. The graded assignments will be kept by the tutor for reference and won't be returned to students.
Quizzes	15%	There will be at least 2 quizzes during the semester. Quizzes may or may not be announced in advance. It may also be used as a way to check the attendance. Quizzes will test your knowledge of both concepts and the application of those concepts.
Presentation	10%	The presentation can be finished individually. Each student is required to be involved in the presentation. The topics can be selected from the textbook or lectures. Each group need to finish a PPT related to the topic which is given and hand in the related resources to the teacher before the presentation.
Participation	10%	Individuals will be asked to participate individually in a question and answer at least 5timesduring the semester. The performances should be counted in their participation.
Attendance	10%	Refer to attendance policy listed below
<b>Total</b>	100%	

## Detailed Grade Computation

	Before Midterm	After Midterm
Attendance	5%	5%
Participation	5%	5%
Homework	15%	
Quizzes	15%	
Presentation		10%
Final exam		40%
Total	40%	60%

## Grading Policy

A+ 97-100    A 93-96    A- 90-92    B+ 87-89    B 83-86    B- 80-82  
 C+ 75-79    C 70-74    C- 67-69    D+ 63-66    D 60-66    F 0-59

## Exam Schedule

Official Exam :the beginning of Dec. 2022;

Final Exam: Jan. 4-13, 2022

## Assessment of Student Performance

### *Self-Study and Reading ability Practice*

Instructor will give out the chapters or the reference books to read and use class hours to have discussion; students should be able to show a proactive attitude and ability for self-study and reading. Knowledge and oral English will be elements of homework or presentation score.

### *Homework*

Students should finish their homework by themselves. Copying from others will be treated as cheating and the homework scores will be lowered. Students should hand in all assignments on time. Late assignments will be accepted at the discretion of the instructor (i.e., when the student was ill or had an excused absence). Late assignments without reasonable proof will be reduced in score by 50%.

### *Attendance*

Because the course covers a great deal of material, attending every class session is very important for performing well.

- ◆ Being late for 15 minutes or more is considered an absence.
- ◆ Five hours or above of unexcused absences will result in the lower level of the final grade by one grade band (e.g. from C – to D +). Any excused absence must be discussed directly with the teacher.
- ◆ Absence which is more than 1/3 of the total teaching hours will cause an F (a failing grade) directly, but students are welcome to continue attending classes.
- ◆ An incomplete grade (I) will be considered in case of medical or family emergencies.

### *Participation*

- ♦ Students should participate in classes actively. Half of participation grade is determined by their presentation in class. They are encouraged to ask questions relevant to the subject and express their own opinions. Every student should respect the ideas, opinions, and questions of their classmates.
- ♦ Students should also use office hours to ask questions or talk with the instructor for good communication and effective learning.
- ♦ Frequent visiting the instructor and chatting in English during office hours is highly recommended.
- ♦ Any misbehavior and non-class related activities in class will result in the lower level of the participation grade, including ringing cell phones.
- ♦ All above behaviors will be solely evaluated by the instructor for scoring.

### *Textbook*

Students must bring the textbook to class.

### **Topical Course Outline**

Week	Topics	Homework
1	Introduction to Strategy Business Leadership 1 <ul style="list-style-type: none"> <li>• Documentaries: Dream Maker ----- help students to realize business environments, leadership, strategy corporate culture, risk management and importance of innovation to a business</li> <li>• Class Activity: discuss and share the above points</li> </ul>	Find out the correct format for a report and a press release.  Practice Kit & Revision, Question 1
	Introduction to Strategy Business Leadership 2 <ul style="list-style-type: none"> <li>• knowledge structure</li> <li>• Exam Format</li> <li>• Professional Skill</li> <li>• Exam Success Skills</li> </ul> In class Practice: Using Bullet Points <b>Stage 1: Effective Leadership</b> <ul style="list-style-type: none"> <li>● Chapter 1: Strategy, leadership and culture               <ul style="list-style-type: none"> <li>• Leadership</li> <li>• Strategy</li> <li>• Culture</li> <li>• Class Activity 1: Academic Recycling Company</li> <li>• Class Activity 2: I Compute</li> </ul> </li> </ul>	
	<ul style="list-style-type: none"> <li>● Chapter 1: Strategy, leadership and culture               <ul style="list-style-type: none"> <li>• Activity Review</li> </ul> </li> <li>● Chapter 2: Stakeholders and social responsibility               <ul style="list-style-type: none"> <li>• Principals and agents in governance</li> <li>• Class Activity 1: Stakeholders</li> <li>• Class Activity 2: Goaway Hotels</li> <li>• Social Responsibility</li> </ul> </li> </ul>	
2	<ul style="list-style-type: none"> <li>● Chapter 2: Stakeholders and social responsibility               <ul style="list-style-type: none"> <li>• Social Responsibility</li> <li>• Class activity 3</li> <li>• Sustainability</li> </ul> </li> </ul>	Ch3: Activity 4

	<ul style="list-style-type: none"> <li>● Chapter 3: Impact of Corporate governance on strategy <ul style="list-style-type: none"> <li>•Corporate Governance</li> <li>• Principles or Rules</li> <li>• Class activity 1: Rules for Corporate Governance</li> </ul> </li> </ul>	
3	<ul style="list-style-type: none"> <li>● Chapter 3: Impact of Corporate governance on strategy <ul style="list-style-type: none"> <li>•What impact does ownership have on corporate governance?</li> <li>• Class activity 3</li> </ul> </li> <li>● Skills Checkpoint 1</li> </ul>	Practice &Revision Kit Question 6
	<p>Stage 2: Optimizing Strategic Decisions</p> <ul style="list-style-type: none"> <li>● Chapter 4 The external environment <ul style="list-style-type: none"> <li>•The macro environment</li> <li>•The national environment</li> <li>• Class activity 1</li> <li>•Industry or Sector Environment</li> <li>• Class activity 2</li> <li>•Customers and Markets</li> </ul> </li> <li>•Scenario planning</li> </ul>	Practice &Revision Kit Question 12. 14
	<p>Chapter 4 The external environment (Review)</p> <ul style="list-style-type: none"> <li>● Chapter 5 Strategic Capability <ul style="list-style-type: none"> <li>• Strategic Capability</li> <li>• Strategic Capability and sustainable competitive advantage</li> <li>• Organizational knowledge</li> <li>• Poter's Value chain</li> <li>• Class activity 1</li> </ul> </li> <li>• Class activity 2</li> </ul>	Practice &Revision Kit Question 15 & 16
4	<p>Chapter 5 Strategic Capability</p> <ul style="list-style-type: none"> <li>• Value network</li> <li>• SWOT Analysis</li> <li>• Class activity 3</li> </ul> <ul style="list-style-type: none"> <li>● Chapter 6 Competitive advantage and strategic choice <ul style="list-style-type: none"> <li>• Competitive advantage and strategic choice</li> <li>• Sustainable competitive advantage</li> <li>• Managing Organizational portfolios</li> <li>• Class activity 1</li> </ul> </li> </ul>	—
	<ul style="list-style-type: none"> <li>● Chapter 6 Competitive advantage and strategic choice <ul style="list-style-type: none"> <li>•Product Market Strategy</li> <li>•Diversity of products and markets</li> <li>•Methods of development</li> <li>•Suitability, acceptability and feasibility</li> </ul> </li> <li>● Skills Checkpoint 2</li> </ul>	
	<p>Stage 3: Assessing managing risk and ethical Issues</p> <ul style="list-style-type: none"> <li>● Chapter 7 Assessing and managing risk <ul style="list-style-type: none"> <li>• The relationship between organizational strategy and risk management strategy</li> <li>• Class activity 1</li> <li>• Risk management process</li> </ul> </li> <li>• Class activity 2</li> </ul>	<b>Textbook</b> Activity 4 & 5
5	<ul style="list-style-type: none"> <li>● Chapter 7 Assessing and managing risk <ul style="list-style-type: none"> <li>• Class activity 1 (Chapter 7, Activity 3)</li> <li>• Review of Chapter 7</li> </ul> </li> </ul>	Practice &Revision Kit Question 18 & 19

	<ul style="list-style-type: none"> <li>● Introduction to Stage 3: Assessing managing risk and ethical Issues</li> </ul>	
	— (National Day Holiday)	—
6	<ul style="list-style-type: none"> <li>● Chapter 8 Internal Control Systems <ul style="list-style-type: none"> <li>• Internal Control</li> <li>• Class activity 1</li> <li>• Monitoring</li> <li>• Class activity 2</li> </ul> </li> <li>• Review of Chapter 8</li> </ul>	
	<ul style="list-style-type: none"> <li>● Chapter 9 Applying ethical principles <ul style="list-style-type: none"> <li>• Doing the wrong thing</li> <li>• Class activity 1</li> <li>• Doing the right thing</li> <li>• Class activity 2</li> </ul> </li> <li>● Skills Checkpoint 3</li> <li>● Quiz1</li> </ul>	Practice &Revision Kit Question 3 & 4
	<p>Introduction to Stage 4: Evaluating and Enabling Strategic Change</p> <ul style="list-style-type: none"> <li>● Chapter 10 Financial analysis <ul style="list-style-type: none"> <li>• Financial objectives and business strategy</li> <li>• The finance function</li> <li>• Class activity 1</li> <li>• Financial analysis and decision-making techniques</li> <li>• Class activity 2 &amp; 3</li> </ul> </li> </ul>	
7	<p>Chapter 10 Financial analysis</p> <ul style="list-style-type: none"> <li>• Cost and management accounting</li> <li>• Standard costing and variance analysis</li> <li>• Evaluating strategic opinions using marginal and relevant costing techniques</li> <li>• Class activity 4</li> <li>• Review</li> </ul>	Practice &Revision Kit Question 22,26, 27&37
	<ul style="list-style-type: none"> <li>● Chapter 11 Applications of IT <ul style="list-style-type: none"> <li>• Mobile technologies and cloud computing</li> <li>• Class activity 1</li> <li>• Information technology and data analysis</li> <li>• Big data</li> <li>• Class activity 2</li> <li>• Data for decision making</li> <li>• Class activity 3 <ul style="list-style-type: none"> <li>• Information system controls from a strategic perspective</li> </ul> </li> </ul> </li> </ul>	
	<ul style="list-style-type: none"> <li>● Chapter 11 Applications of IT <ul style="list-style-type: none"> <li>• IT and systems security controls</li> <li>• Chapter Review</li> </ul> </li> <li>● Chapter 12 E- Business <ul style="list-style-type: none"> <li>• Delivering e-business</li> <li>• Strategy models for e-business</li> <li>• Application of technology to support e-business</li> <li>• Characteristics of e-marketing: the 6 Is model</li> <li>• Class activity 1</li> </ul> </li> </ul>	Practice &Revision Kit Question 21 &40
8	<ul style="list-style-type: none"> <li>● Chapter 12 E- Business <ul style="list-style-type: none"> <li>• Comparison of traditional and online branding</li> <li>• Acquiring and managing suppliers and customers using technology</li> </ul> </li> </ul>	

	<ul style="list-style-type: none"> <li>• Class activity 2</li> <li>• New developments and innovation</li> <li>● Skills Checkpoint 4 • Evaluating and enabling strategic change</li> </ul>	
	<ul style="list-style-type: none"> <li>● Introduction to Stage 5: Implementing Strategic Change</li> <li>● Chapter 13 Enabling success and Strategic change <ul style="list-style-type: none"> <li>• Enabling success and strategic change</li> <li>• Collaborative working</li> <li>• Class activity 1</li> <li>• Performance excellence</li> <li>• Empowering organizations</li> <li>• Talent management</li> </ul> </li> <li>• Class activity 2</li> </ul>	Practice &Revision Kit Question 28 & 29
	<ul style="list-style-type: none"> <li>● Chapter 13 Enabling success and Strategic change <ul style="list-style-type: none"> <li>• Strategic change</li> <li>• Contextual features of change</li> <li>• The four-view (POPIT) model</li> <li>• Lewin's three-stage model</li> <li>• Class activity 3</li> <li>• Enabling success and strategic change</li> <li>• Collaborative working</li> </ul> </li> <li>• Class activity 4</li> </ul>	
9	<ul style="list-style-type: none"> <li>● Chapter 14 Process redesign <ul style="list-style-type: none"> <li>• Process redesign</li> <li>• Harmon's process-strategy matrix</li> <li>• Class activity 1</li> <li>• Process redesign opinions</li> <li>• Class activity 2</li> <li>• Feasibility</li> </ul> </li> <li>• A process redesign methodology</li> </ul>	—
	Chapter 14 Process redesign (Review) <ul style="list-style-type: none"> <li>● Chapter 15 Project management <ul style="list-style-type: none"> <li>• Project management</li> <li>• Class activity 1</li> <li>• Project initiation</li> <li>• Project costs and benefits</li> <li>• Class activity 2</li> <li>• Project planning</li> </ul> </li> </ul>	—
	<ul style="list-style-type: none"> <li>● Chapter 15 Project management (<b>Review</b>) <ul style="list-style-type: none"> <li>• Project execution and control</li> <li>• Class activity 3</li> <li>• Project completion</li> </ul> </li> <li>● Skills Checkpoint 5 • Implementing Strategic Change</li> <li>● Quiz 2</li> </ul>	Practice &Revision Kit Question 32 & 47
10	ACCA exam training course (bilingual )	—
	ACCA exam training course (bilingual )	
	ACCA exam training course (bilingual )	
11	ACCA exam training course (bilingual )	—
	ACCA exam training course (bilingual )	
	ACCA exam training course (bilingual )	
12	Revision Q/A	—
	Revision Q/A	

	Revision Q/A	
13	Revision Q/A	——
	Revision Q/A	
	Revision Q/A	
14	Global examination	——
	Global examination	
	Global examination	
15	Case study	——
	Case study	——
	Case study	
16	● Presentation (1-2groups)	——
	● Presentation (3-4 groups)	——
	● Presentation (4-6 groups)	
17	● course reviews for final exam	——
	● course reviews for final exam	——
	● course reviews for final exam	——

***Note:** Some chapters or sections may leave for self-study, this is the students' duty to learn and understand, they may also be included in the quizzes or exams.  
A review in Chinese may be held during L.C. and O.H. in the semester.*

### **Teacher's Office Hour**

- ◆The instructor's office hour is shown in the front of the office door.
- ◆Students are suggested to use the instructor's office hour and learning center to ask questions or talk with the instructor once at least per week for good communication and effective learning, which is recorded in the students' participation.
- ◆The time can be scheduled by instructors or students, or both.

### **Cheating and Plagiarism**

Cheating is not tolerated. Any student caught cheating on a quiz; test or exam will be given a mark of zero (0) for the particular work. At the beginning of the semester the definition of plagiarism will be carefully explained, when any thoughts or writings of another person are used, they must be clearly identified (usually one uses quotation marks) and the source notes. **If any student is caught cheating on any homework assignment, the highest score the student can earn in that course is a "C".**

### **Important Dates**

**Fall Semester, 2022**

**September 5, 2022— January 16, 2023**

Sep.2-4	Registration (Sophomores, Juniors and Seniors)
Sep.5	Classes Begin (Sophomores, Juniors and Seniors)
Sep.9	Last Day to Drop or Add a Course
Sep.10	Mid-Autumn Festival



Sep.18	Registration (Freshmen)
Sep.19-23	Entrance Education (Freshmen)
Sep.26	Classes Begin (Freshmen)
Oct.1	National Day
Oct.31 – Nov.4	Midterm Test
Dec.31- Jan.3,2023	Revision (Sophomores, Juniors and Seniors)
Jan.1, 2023	New Year's Day
Jan.4- 13,2023	Final Exam Period (Sophomores, Juniors and Seniors)
Jan.9-13	Final Exam Period (Freshmen)
Jan.16	Winter Vacation Begins

**Instructor:** Catherine BU

**Department Head:**

