

Capital University of Economics and Business

Overseas Chinese College

Course Syllabus

<u>Year and Semester</u>	2018 Fall (September 3, 2018 - January 4, 2019)
<u>Course Name</u>	Strategy Business Leadership
<u>Course Code</u>	SBL301
<u>Course Type</u>	<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
<u>Course Credits</u>	4
<u>Course Hours</u>	68
<u>Prerequisites</u>	ACCAF1
<u>Instructor</u>	Qian Zhang (Kristen Zhang)/Liya Bu (Catherine Bu)
<u>Contact Information</u>	Office: C204/C203 Tele: (010)83951081 Email: zhangqian@cueb.edu.cn / buliya@cueb.edu.cn
<u>Office Hour</u>	M: 9:00-10:00am; T: 13:30-15:30pm.; Th:10:00-12:00am; F: 10:00-11:00am
<u>Learning Centre</u>	T: 18:00—20:00pm; W: 10:00-12:00am
<u>Grade/Section</u>	2016ACCA/Y01&Y02
<u>Course Time/Place</u>	Y01 M: 15:40-17:30 /5#206 Y02 M: 10:10-12:00 / 5#208; W: 10:10-12:00 /5#206 W: 8:00-9:50 / 5#208

Textbook

Strategic Business Leaders (SBL) 1st edition, BPP Learning Media Ltd, 2017, ISBN 9781-5907-1647-0

Reference Book

1. Becker Professional Education, 1st edition, Becker Professional Education Corporation, 2017, ISBN: 978-1-78566-533-2
2. KAPLAN, 1st edition, ACCA KAPLAN PUBLISHING UK., 2017, ISBN: 978-1-78415-822-4

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 the format, style, and rationale for the SBL.
- ✚ Recognize the new SBL syllabus topics.
- ✚ Explain and apply the key words and answering format of SBL.
- ✚ Recognize and compare each type of professional skills.
- ✚ Understand the applied skills and use resources and knowledge to demonstrate the transition for knowledge assimilation to knowledge application.

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.
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 5 times during the semester. The performances should be counted in their participation.
Attendance	10%	Refer to attendance policy listed below
Total	100%	

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Detailed Grade Computation

	Before Midterm	After Midterm
Attendance	5%	5%
Participation	5%	5%
Homework	10%	5%
Quizzes	10%	5%
Presentation		10%
Final exam		40%
Total	30%	70%

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 62-60 F 0-59

Exam Schedule

Midterm Test: November 5-9, 2018;

Final Exam: January 7-11, 2019

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	Date	Topics	Homework
1	Sep. 3	<ul style="list-style-type: none"> ● Introduction to Strategy Business Leadership • Exam Format • Professional Skill • Exam Success Skills • Class Activity1: Using the correct format to write a/an letter/E-mail. 	Find out the correct format for a report and a press release. Practice Kit & Revision Page 3, Question 1
	Sep. 5	<ul style="list-style-type: none"> ● Introduction to Strategy Business Leadership • In class Practice: Using Bullet Points ● Introduction to Stage 1: Effective Leadership ● Chapter 1: Strategy, leadership and culture • Leadership • Strategy • Culture • Class Activity 2: Page 7 Academic Recycling Company • Class Activity 3: ICompute 	
2	Sep.10	<ul style="list-style-type: none"> ● Introduction to Stage 1: Effective Leadership ● Chapter 1: Strategy, leadership and culture • Activity Review ● Chapter 2: Stakeholders and social responsibility • Principals and agents in governance • Class Activity1: Stakeholders (Page 27) • Class Activity2: Goaway Hotels • Social Responsibility 	Textbook Page 38 Activity 4
	Sep.12	<ul style="list-style-type: none"> ● Introduction to Stage 1: Effective Leadership ● Chapter 2: Stakeholders and social responsibility • Social Responsibility • Class activity 3 • Sustainability 	
3	Sep.17	<ul style="list-style-type: none"> ● Introduction to Stage 1: Effective Leadership ● Chapter 3: Impact of Corporate governance on strategy • Corporate Governance • Principles or Rules • Class activity 1: Rules for Corporate Governance 	Practice & Revision Kit Question 6

		<ul style="list-style-type: none"> • Class activity 2 	
	Sep.19	<ul style="list-style-type: none"> ● Chapter 3: Impact of Corporate governance on strategy •What impact does ownership have on corporate governance? • Class activity 3 ● Skills Checkpoint 1 	
	Sep. 24	— (Mid-autumn Festival Holiday)	—
4	Sep. 26	<ul style="list-style-type: none"> ● Introduction to Stage 2: Optimizing Strategic Decisions ● Chapter 4 The external environment •The macro environment •The national environment • Class activity 1 •Industry or Sector Environment • Class activity 2 •Customers and Markets •Scenario planning 	Practice &Revision Kit Question 12. 14
	Oct. 1	— (National Day Holiday)	—
5	Oct. 3	— (National Day Holiday)	—
	Oct. 8	<ul style="list-style-type: none"> ● Chapter 4 The external environment (Review) ● Chapter 5 Strategic Capability • Strategic Capability • Strategic Capability and sustainable competitive advantage • Organizational knowledge • Poter's Value chain • Class activity 1 • Class activity 2 	Practice &Revision Kit Question 15 & 16
6	Oct. 10	<ul style="list-style-type: none"> ● Chapter 5 Strategic Capability • Value network • SWOT Analysis • Class activity 3 ● Chapter 6 Competitive advantage and strategic choice • Competitive advantage and strategic choice • Sustainable competitive advantage • Managing Organizational portfolios • Class activity 1 	
	Oct. 15	<ul style="list-style-type: none"> ● Chapter 6 Competitive advantage and strategic choice •Product Market Strategy •Diversity of products and markets •Methods of development •Suitability, acceptability and feasibility ● Skills Checkpoint 2 	
7	Oct. 17	<ul style="list-style-type: none"> ● Introduction to Stage 3: Assessing managing risk and ethical Issues ● Chapter 7 Assessing and managing risk • The relationship between organizational strategy and risk management strategy • Class activity 1 • Risk management process • Class activity 2 	Textbook Page 170 &173 Activity 4 & 5
8	Oct. 22	<ul style="list-style-type: none"> ● Chapter 7 Assessing and managing risk • Class activity 1 (Chapter 7, Activity 3) • Review of Chapter 7 ● Introduction to Stage 3: Assessing managing risk and ethical 	Practice &Revision Kit Question 18 & 19

		Issues	
	Oct. 24	<ul style="list-style-type: none"> ● Chapter 8 Internal Control Systems <ul style="list-style-type: none"> • Internal Control • Class activity 1 • Monitoring • Class activity 2 • Review of Chapter 8 	
9	Oct. 29	<ul style="list-style-type: none"> ● Chapter 9 Applying ethical principles <ul style="list-style-type: none"> • Doing the wrong thing • Class activity 1 • Doing the right thing • Class activity 2 ● Skills Checkpoint 3 ● Quiz1 	Practice &Revision Kit Question 3 & 4
	Oct. 31	<ul style="list-style-type: none"> ● Introduction to Stage 4: Evaluating and Enabling Strategic Change ● Chapter 10 Financial analysis <ul style="list-style-type: none"> • Financial objectives and business strategy • The finance function • Class activity 1 • Financial analysis and decision-making techniques • Class activity 2 • Class activity 3 	—
10	Nov. 5	<ul style="list-style-type: none"> ● Chapter 10 Financial analysis <ul style="list-style-type: none"> • Cost and management accounting • Standard costing and variance analysis • Evaluating strategic opinions using marginal and relevant costing techniques • Class activity 4 • Review 	Practice &Revision Kit Question 22,26, 27&37
	Nov. 7	<ul style="list-style-type: none"> ● Chapter 11 Applications of IT <ul style="list-style-type: none"> • Mobile technologies and cloud computing • Class activity 1 • Information technology and data analysis • Big data • Class activity 2 • Data for decision making • Class activity 3 • Information system controls from a strategic perspective 	—
11	Nov. 12	<ul style="list-style-type: none"> ● Chapter 11 Applications of IT <ul style="list-style-type: none"> • IT and systems security controls • Chapter Review ● Chapter 12 E- Business <ul style="list-style-type: none"> • Delivering e-business • Strategy models for e-business • Application of technology to support e-business • Characteristics of e-marketing: the 6 Is model • Class activity 1 	Practice &Revision Kit Question 21 &40
	Nov. 14	<ul style="list-style-type: none"> ● Chapter 12 E- Business <ul style="list-style-type: none"> • Comparison of traditional and online branding • Acquiring and managing suppliers and customers using technology • Class activity 2 	—

		<ul style="list-style-type: none"> • New developments and innovation ● Skills Checkpoint 4 • Evaluating and enabling strategic change 	
12	Nov. 19	<ul style="list-style-type: none"> ● Introduction to Stage 5: Implementing Strategic Change ● Chapter 13 Enabling success and Strategic change • Enabling success and strategic change • Collaborative working • Class activity 1 • Performance excellence • Empowering organizations • Talent management • Class activity 2 	Practice &Revision Kit Question 28 & 29
	Nov. 21	<ul style="list-style-type: none"> ● Chapter 13 Enabling success and Strategic change • Strategic change • Contextual features of change • The four-view (POPIT) model • Lewin's three-stage model • Class activity 3 • Enabling success and strategic change • Collaborative working • Class activity 4 	—
13	Nov. 26	<ul style="list-style-type: none"> ● Chapter 14 Process redesign • Process redesign • Harmon's process-strategy matrix • Class activity 1 • Process redesign opinions • Class activity 2 • Feasibility • A process redesign methodology 	Practice &Revision Kit Question 28 & 29
	Nov. 28	<ul style="list-style-type: none"> ● Chapter 14 Process redesign (Review) ● Chapter 15 Project management • Project management • Class activity 1 • Project initiation • Project costs and benefits • Class activity 2 • Project planning 	—
14	Dec. 3	<ul style="list-style-type: none"> ● Chapter 15 Project management (Review) • Project execution and control • Class activity 3 • Project completion ● Skills Checkpoint 5 • Implementing Strategic Change 	Practice &Revision Kit Question 32 & 47
	Dec. 5	<ul style="list-style-type: none"> ● Mock Exam 1 	—
15	Dec. 10	<ul style="list-style-type: none"> ● Mock Exam 2 	—
	Dec. 12	<ul style="list-style-type: none"> ● Mock Exam 3 	—
16	Dec. 17	<ul style="list-style-type: none"> ● Quiz 2 	—
	Dec. 19	<ul style="list-style-type: none"> ● Presentation (4-5 groups) 	—
17	Dec. 24	<ul style="list-style-type: none"> ● Presentation (4-5 groups) 	—
	Dec. 26	<ul style="list-style-type: none"> ● course review 	—
18	Dec. 31	---(New Year's Day Holiday)	—
	Jan. 2	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, 2018	August 31, 2018— January 13, 2019
Aug. 31	Registration
Sep.3	Classes Begin
Sep.7 - 20	Freshmen's Military Training
Sep.24	Classes Begin (Freshmen)
Sep.24	Mid-Autumn Festival (tentative)
Oct.1 - 5	National Day Holiday (tentative)
Oct. 29 -Nov. 2	Mid-term Test
Jan.1, 2019	New Year's Day Holiday (tentative)
Jan.2-11	Final Exam Period
Jan.14	Winter Vacation Begins

Note: This syllabus is tentative and may be changed or modified throughout the semester. All students will be notified and a new syllabus will be given.

Instructor: Department Head:

