

Capital University of Economics and Business

Overseas Chinese College

Course Syllabus

Year and Semester	2025 Spring (Mar.3 – Jun.20)					
Course Name	Strategy Management					
Course Code	BC303					
Course Type	<input type="checkbox"/> General Education (Required) <input type="checkbox"/> Basic Disciplinary Course <input type="checkbox"/> Professional Course (Elective) <input type="checkbox"/> Professional Course (Advanced)		<input type="checkbox"/> General Education (Elective) <input checked="" type="checkbox"/> Professional Course (Required) <input type="checkbox"/> Professional Course (Expanded)			
Course Credits	3					
Course Hours	Total Class Hours	48	Lecture Hours	48	Experiment (Computer) Hours	0
Applicable object	<input type="checkbox"/> Freshman <input type="checkbox"/> Sophomore <input checked="" type="checkbox"/> Junior <input type="checkbox"/> Senior					
	<input checked="" type="checkbox"/> Business Administration (Accounting)					
	<input type="checkbox"/> Information Management and Information Systems (Finance)					
Prerequisites						
Instructor	Liya Bu (Catherine Bu)					
Contact Information	Office: C203					
	Tel: (010)83951085					
	E-mail: buliya@cueb.edu.cn					
Office Hour	T 11:30-12:20; 15:05-17:20 W 15:00-15:45 F 11:30-12:20					
Learning Centre	M 8:00-20:00 (online) T 13:30-15:05					
Grade/Section	2022BA					
Course Time/Place	W 9:55-12:20 博学楼109					
Textbook	Thompson, Strickland and Gamble, Crafting and Executing Strategy: The Quest for Competitive Advantage, 21th Edition McGraw Hill ISBN 978 7111 65382 0					

Course Description

An examination of the formulation of corporate strategy in business enterprises with emphasis on the economic, political, and social influences on strategy. The course focuses on the application of corporate planning tools and analysis of the general manager tasks as an implementer of corporate strategy. Problems which affect the character and success of the total enterprise are examined. Cases are drawn from companies of various sizes in various industries. This course is open only to senior Business Administration majors or to others by permission of the instructor.

Student Learning Objectives

On successful completion of this exam, candidates should be able to:

Knowledge	<ul style="list-style-type: none"> . Identify a company's strategy . . Formulate management strategies based on assessing the company's industry and competitive environment. . Analyze the company's market opportunities and threats
Capability	<ul style="list-style-type: none"> . Develop the capacity to think strategically about a company, its present business position, long-term direction, resources and competitive capabilities, the caliber of its strategy, and its opportunities for gaining sustainable competitive advantage. . Develop managerial judgment in assessing business risk, improving ability to make sound business decisions, and achieve effective outcomes
Mindset	<ul style="list-style-type: none"> . Build skills that will allow them to conduct strategic analysis in a variety of industries and competitive situations and, especially, to provide you with a stronger understanding of the competitive challenges of a global market environment. . Explain the managerial tasks associated with implementing and executing company strategies and question the range of actions managers can take to promote competent strategy execution. . Integrate the knowledge gained in prerequisite courses in the business school curriculum, show you how the various pieces of the business puzzle fit together and demonstrate why the different parts of a business need to be managed in strategic harmony for the organization to operate in winning fashion.

Teaching Methods

This course contains lectures, class discussions, homework, quizzes, presentation and exams. 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	20%	A cumulative final examination will be given based on all of the contents of the class. The exam paper may be composed of multiple-choice questions, short answer questions, essay questions, problems, and preparation of financial statements. Students should rely primarily on homework assignments to give them a sense of what they may see for material on exams.
Personal Paper	30%	A personal paper reflecting students' thoughts and analyses on a chosen

		firm case.
Group Project and Presentation	30%	The students will be divided into several groups to write a final group report and prepare a presentation. Each student is required to be involved in the presentation. One group needs to write only one report. The topics will be given and chosen in class.
Participation	10%	Frequency and quality of class participation including answering questions, asking questions, lead group discussions, and so on.
Attendance	10%	Refer to attendance policy listed below
Total	100%	

Detailed Grade Computation

	BeforeMidterm	AfterMidterm
Attendance	5%	5%
Participation	5%	5%
Personal Paper	30%	
Group Project		30%
Final exam		20%
Total	40%	60%

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.

Course Outline

Week	Topics	Homework
1	Syllabus Chapter 1 What is strategy?	
2	Chapter 2 Vision, Mission and Strategy	Case Study: Alibaba
3	Chapter 12 Corporate Culture and Leadership	Case Study: Alibaba
4	Chapter 9 Ethics, CSR and ESR	
5	Chapter 3 Analyze External Environment	Case Study: Airbnb

6	Chapter 4 Evaluating Internal Competences	Case Study: Costco
7	Chapter 5 The Five Generic Competitive Strategies	Case Study: LVMH
	Feedback and Review Instructions on personal midterm paper	
8	Debate: Should Apple acquire or merge with Tesla?	
	Case Study: Ctrip	
9	Chapter 6 Strategic Moves, Timing and Scope of Operations	Case Study: Amazon
	Midterm Review	
10	Midterm	<i>Midterm Paper Due</i>
11	Group Case Presentation 1&2	
	Chapter 7 Strategies for Competing in International Market	
12	Group Case Presentation 3&4	
	Chapter 8 Diversification and the Multibusiness Company	
13	Group Case Presentation 5&6	
	Chapter 10 Good Strategy Execution	
14	Group Case Presentation 7&8& 9	
	Chapter 11 Internal Operations Promote Good Strategy Execution	
15	Group Case Presentation 9 Final Group Project Workshop	
16	Final Review	

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

Midterm Test	Report
Final Exam	Jun.23 - Jul.4

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



Instructor: Yue Wang

Department Head: _____
