

**Wheeling Jesuit University, Department of Business and Engineering  
BUSN 410; Strategic Business Planning; Syllabus; Spring 2019**

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**Course description:** This capstone course is concerned with the development of approaches for defining, analyzing and resolving complex strategic problems of profit and not-for-profit organizations. Case studies are used to place students directly into managerial roles with the responsibility of defining problems and developing solutions. The course should be taken in the last year of the student's academic program and includes a fee for a comprehensive exit exam.

**Textbooks:** Foundations of Strategy, 2<sup>nd</sup> Edition, Grant and Jordan,  
Wiley (ISBN-13: 978-1-118-91470-0)

**Learning outcomes:** Upon successful completion of this course:

Students will be able to:

1. Demonstrate an understanding of the strategic management process
2. Identify the strategic problems of a company
3. Formulate strategic plans to improve an organization
4. Develop solutions to a firm's strategic issues
5. Integrate knowledge and skills acquired from previous coursework to create successful strategies
6. Perform external and internal analysis of firms
7. Analyze a firm's resources and competitive position
8. Identify the role of executive leadership in a firm and how that role relates to the firm's strategic plan
9. Evaluate potential management problems, opportunities, strengths and weaknesses, and possible strategies given
10. Identify cost drives and sources of product differentiation
11. Address the validity and coherence of a firm's strategy and its ability to create value
12. Identify and analyze the external and internal environmental forces and economic, social, political, and legal challenges and opportunities associate with these forces
13. Understand the critical importance and relevance of ethical conduct and social responsibility

**Attendance Policy:** none. However, when you do attend class, please do NOT use your cell phone during class.

**Last Date to Drop the Course:** The last day of the Add/Drop Period for this session is Friday, 11 Jan 2019. The last day to withdraw from this course with a grade of a W is Friday, 8 Feb 2019.

**Academic Integrity Statement:** Students are advised that WJU's Academic Integrity Policy will strictly be enforced in this course (see [www.wju.edu/studenthandbook](http://www.wju.edu/studenthandbook)). Questions regarding the policy may be directed to the Office of the Academic Vice-President

**Official E-mail:** An official WJU e-mail is established for each registered student, each faculty member, and each staff member. All university communications sent via e-mail will be sent to this WJU e-mail address.

**All Campus Life Policies apply.** Specifically, the Campus Life: Academic Dishonesty & Integrity Policy ([http://www.wju.edu/about/hr/policies/cl\\_academicdishonesty.asp](http://www.wju.edu/about/hr/policies/cl_academicdishonesty.asp)).

- Collaboration is encouraged for all out-of-class assignments
- In-class evaluations are individual effort ... open textbook (WCO) and a calculator

**The Academic Resource Center:** The Academic Resource Center (ARC) is a totally free academic-support service available to all enrolled Wheeling Jesuit University students and staffed almost exclusively by WJU students recommended for employment by WJU faculty. The ARC is located in Bishop Hodges Library and is open five days a week:

Sundays 6:00-8:00 p.m.  
Mondays-Thursdays 1:00-9:00 p.m.

Please visit the ARC's website (readily accessible on the Cardinal homepage under "Quick Links" or as the first listing under "Student Services") [www.wju.edu/arc](http://www.wju.edu/arc) to learn about the ARC's services (emphasizing writing, math, and the sciences) and to schedule appointments.

**Disability Statement:** Wheeling Jesuit University offers students with documented disabilities individual accommodations on a case-by case basis with confidentiality in compliance with the American with Disabilities Act and Section 504 of the Rehabilitation Act of 1973.

In order to receive academic or physical accommodations, students with disabilities must provide current (within three years) and comprehensive documentation concerning the nature and extent of the disability and communicate their needs to the Disability Services Director, located in Ignatius Hall Room G 24 or call 304-243-4484. Students are required to meet with the director to develop accommodation plans that they will present to their course instructors at the beginning of each semester. Students with disabilities that require specific housing accommodations must contact both the Director of Residence Life and the Disability Services Director.

Ultimately, all students with disabilities are responsible for their own academic achievement. They must attend classes, complete course assignments, and fulfill all university requirements for their chosen field of study. It is up to students with disabilities to seek out

available assistance on campus and to utilize individualized accommodations that promote academic success.

**Title IX Statement:** Wheeling Jesuit University seeks to provide an environment that is free of bias, discrimination, and harassment. If you have been the victim of sexual harassment, misconduct, or assault we encourage you to report this. If you report this to a faculty member, she or he must notify our college's Title IX coordinator about the basic facts of the incident (you may choose whether you or anyone involved is identified by name). For more information about your options at WJU, please go to <http://wju.edu/titleix/>

<b>Course grading:</b>	Class participation	10%
	End-of-chapter questions	10%
	Case Studies	10%
	Midterm Exam	30%
	Final Exam	40%

**Class participation:** Most management interactions are verbal and the development of verbal skills is vital. In the classroom setting you can test your ability to present your analyses and convince others of your recommendation(s). Attendance is a prerequisite for participation and your participation should present clear evidence of your preparation.

**Case studies:** case studies will be assigned as both individual and group assignments. The deliverable is a one-page summary of your analysis and recommendation(s). The case study summary must be formatted and written in a professional manner.

**Course Grade Assignments:**

A	93% and above	B-	80-82%
A-	90-92%	C	75-79%
B+	87-89%	F	74% and below
B	83-86%		

**Office hours:** By appointment. My Class schedule ...

Course	Monday	Tuesday	Wednesday	Thursday	Friday
MATH 192, Acker 205	1000-1050	0930-1020	1000-1050		1000-1050
MATH 235, Acker 205	1100-1150		1100-1150		1100-1150
ENGR 475, Acker 205	1300-1350		1300-1350		1300-1350
ENGR 476, Acker 205		1800-1915		1800-1915	
<b>BUSN 410, Acker 205</b>		<b>1930-2045</b>		<b>1930-2045</b>	
MATH 482, Donahue 112					1400-1550

<b>DATE</b>	<b>TOPIC</b>	<b>Out-of-Class Assignment</b>	
8 Jan	The Concept of Strategy		Read GJ CH1
10 Jan	The Concept of Strategy		
15 Jan	The Concept of Strategy		
17 Jan	Industry Analysis	1	Assignment 1 Read GJ CH2
22 Jan	Industry Analysis		
24 Jan	Industry Analysis		
29 Jan	Resources and Capabilities	2	Assignment 2 Read GJ CH3
31 Jan	Resources and Capabilities		
5 Feb	Resources and Capabilities		
7 Feb	The Nature and Sources of Competitive Advantage	3	Assignment 3 Read GJ CH4
12 Feb	The Nature and Sources of Competitive Advantage		
14 Feb	The Nature and Sources of Competitive Advantage		
19 Feb	Review and Case Study Discussions	4	Assignment 4
21 Feb	<b>Midterm Exam</b>		
26 & 28 Feb	Spring Break		
5 Mar	Industry Evolution and Strategic Challenge		Read GJ CH5
7 Mar	Industry Evolution and Strategic Challenge		
12 Mar	Industry Evolution and Strategic Challenge		

DATE	TOPIC	Out-of-Class Assignment	
14 Mar	Technology-Based Industries and the Management of Innovation	5	Assignment 5 Read GJ CH6
19 Mar	Technology-Based Industries and the Management of Innovation		
21 Mar	Technology-Based Industries and the Management of Innovation		
26 Mar	Corporate Strategy	6	Assignment 6 Read GJ CH7
28 Mar	Corporate Strategy		
2 Apr	Corporate Strategy		
4 Apr	Global Strategies and the Multinational Corporation	7	Assignment 7 Read GJ CH8
9 Apr	Global Strategies and the Multinational Corporation		
11 Apr	Global Strategies and the Multinational Corporation		
16 Apr	Realizing Strategy	8	Assignment 8 Read GJ CH9
18 Apr	Realizing Strategy		
23 Apr	Realizing Strategy		
25 Apr	Current Trends in Strategic Management	9	Assignment 9 Read GJ CH10
29 Apr	Final Exam, 1800-2030	10	Assignment 10