

GBAR5311 – Business Strategy

Fall 2022 SESSION

Online

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ONLINE AVAILABILITY HOURS:

Via CHAT, EMAIL or MOBILE PHONE,
Monday, Tuesday, 2:00 PM to 6:00 PM

GRADING: Grades will be determined as follows:

Weekly Question	450 Points
Assignments (3)	300 Points
Midterm	100 Points
Final	150 Points
Total Points	1000 Points

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1. ONLINE COURSE PROCEDURES: It will be your responsibility to check the **Blackboard website frequently**. You are also required to check your Sul Ross email account since all individual communication will be sent to that address.

YOU ARE REQUIRED TO DOWNLOAD AND USE THE MOZILLA INTERNET BROWSER from Firefox OR Chrome by Google. The Microsoft Internet Explorer in the later versions has recently caused a variety of problems when taking these online exams. Mozilla is available as a free download. Click on the Help and Resources tab when you first log onto the course and then click on Downloads, Utilities, etc. If you need help with this download, contact our OIT department immediately.

Each week, you should read the assigned chapters and check for any new material, new assignments or weekly discussion threads

2. REQUIRED TEXTS:

1. "Business Strategy: A guide to effective decision-making" by The Economist and Jeremy Kourdi, The Economist; 3rd ed. Edition, ISBN-13: 978-1610394765
2. "*Good Strategy/Bad Strategy: The Difference and Why it Matters*" by Richard Rumelt, Profile Books, ISBN-13: 978-1781256176
3. "*Great by Choice: Uncertainty, Chaos, and Luck--Why Some Thrive Despite Them*" by Jim Collins and Morton T. Hansen, Harper Business, ISBN-13: 978-0062120991
4. "Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers" by Alexander Osterwalder and Yves Pigneur, 1st ed, John Wiley and Sons ISBN-13: 978-0470876411

3. OFFICIAL COMMUNICATION: All official communication by the University or me will be sent to your Sul Ross email account. As a result, you are required to activate your email account and check it from time to time for personal communication. I encourage you to email me if you have questions or comments, BUT PLEASE include your full name and the course for which you have questions. Even if you submit your email through the Blackboard site, I cannot tell which course you are in nor what your real name is (i.e., egar123) unless you put it in the body of your email.

4. TECHNOLOGY HELP: Obtain your RGC email account name and password directly from the **Central Help Desk at 1-888-837-2882**. For most technology problems, first go to the Lobo Technology Assistance Center (LTAC). The quicklink to this site is available from our home page under the "My SRSU" tab. For specific help with any aspect of Blackboard, including problems with online exams, contact our Blackboard administrators in Alpine.

BLACKBOARD HELP: 432-837-8489

I encourage you to email me if you have questions about any aspect of the course. Good luck and I look forward to "hearing" from you.

SRSU Library Services. The Sul Ross Library offers FREE resources and services to the entire SRSU community. Access and borrow books, articles, and more by visiting the library's website, library.sulross.edu. Off-campus access requires your LoboID and password. Check out materials using your photo ID. Librarians are a tremendous

resource for your coursework and can be reached in person, by email (srsulibrary@sulross.edu), or phone (432-837-8123).

Section XI. SRSU Safety Pledge - One University/One Community

As a partner in each campus community, the faculty, staff, and students agree to the following statements in relation to the COVID-19 virus:

- ▶ I will wear a face covering, wash my hands, and disinfect my workspaces to protect others from the potential spread of this virus.
- ▶ I promise to follow social distancing guidelines as a way to mitigate the risk of transmission to others both professionally and personally.
- ▶ I will monitor my health and report any potential [symptoms] and follow the guidelines set forth in the **SRSU Return to Campus Plan** or as described by Sul Ross State University to protect the public health.
- ▶ I understand that my actions may impact the larger community and could affect my academic progress or professional attainment at Sul Ross State University.

Failing to meet these expectations may be subject to corrective action under university disciplinary policies. Changes or recommendations to the guidelines based on evolving guidance from federal, state, or local agencies will be communicated to the university community.

STUDENT LEARNING OUTCOMES:

1. Develop a general understanding of business strategy
Assessment: Written assignments, exams and class discussion.
2. Describe how the forces which shaped business competition
Assessment: Written assignments, exams and class discussion.
3. Demonstrate the ability to evaluate a business strategy.
Assessment: Written assignments, exams and class discussion.
4. Generate a business model which will provide an organization with sustained competitive advantage
Assessment: Written assignments, exams and class discussion.

Marketable Skills for the Aligned MBA Degrees

Marketable Skill 1: Students will understand the functions of the business enterprise in the general economy.

Marketable Skill 2: Students will have the skills needed to effectively lead a business.

Marketable Skill 3: Students will be able to craft effective business strategies for both existing businesses and new businesses.

Marketable Skill 4: Students will be able to make effective oral presentations to both professional and general audiences.

ADA STATEMENT:

Sul Ross State University is committed to equal access in compliance with the Americans with Disabilities Act of 1973. It is the student's responsibility to initiate a request for accessibility services. Students seeking accessibility services must contact Kathy Biddick in Student Services, Room C-102, Uvalde campus. The mailing address is 2623 Garner Field Road, Rio Grande College-Sul Ross State University, Uvalde, Texas 78801. Telephone: 830-279-3003. E-mail: kbiddick@sulross.edu

DISTANCE EDUCATION STATEMENT

Students enrolled in distance education courses have equal access to the university's academic support services, such as Smarthinking, library resources, such as online databases, and instructional technology support. For more information about accessing these resources, visit the SRSU website. Students should correspond using Sul Ross email accounts and submit online assignments through Blackboard, which requires secure login information to verify students' identities and to protect students' information. **[If the course requires students to take proctored exams or to purchase additional software or equipment, please describe those requirements here.]** The procedures for filing a student complaint are included in the student handbook. Students enrolled in distance education courses at Sul Ross are expected to adhere to all policies pertaining to academic honesty and appropriate student conduct, as described in the student handbook. Students in web-based courses must maintain appropriate equipment and software, according to the needs and requirements of the course, as outlined on the SRSU website.

Schedule for GBAR5311 – Fall 2022

Week	Topic	Readings
Aug. 22	Introduction to Strategic Management	BSG Chps 1-3
Aug. 29	Forces shaping business strategy	BSG Chps 4-8
Sept. 5	Developing business strategies	BSG Chps 9-10
Sept. 12	Innovation Management Assignment 1 due Sunday, Sept. 18, 2022	BSG, Chps 13, 16
Sept. 19	Implementation of Strategy	BSG Chps 11, 12, 15
Sept. 26	Business Level Strategy	BSG, Chps 17, 18
Oct. 3	Good Strategy/Bad Strategy	GS/BS Chps 1-5
Oct. 10	Good Strategy/Bad Strategy Assignment 2 due Sunday, Oct. 16, 2022	GS/BS Chps 6-15
Oct. 17	Good Strategy/Bad Strategy	GS/BS Chps 16-18
Oct. 24	Midterm Exam due Sunday, Oct. 30 2022	
Oct. 31	Business Model Generation	BMG Chps 1-15
Nov. 7	Business Model Generation Assignment 3 due Sunday, Nov. 14, 2022	BMG Chps 16-21
Nov. 14	Great by Choice	GBC Chps 1-3
Nov. 21	Great by Choice	GBC Chps 4-6
Nov. 28	Great by Choice	GBC Chps 7-8
Dec. 5	Final Exam Due Dec. 6, 2022	