

MGMT 4300 CRN 21687  
Strategic Management  
The University of Texas at El Paso

---

<b>Class Time</b>	Tuesday and Thursday 12:00 PM to 1:20 PM
<b>Class Room</b>	BUSN 312
<b>Instructor</b>	Mengge Li
<b>Office</b>	BUSN 220
<b>Office Hours</b>	Tuesday and Thursday 2:00 p.m. to 5:00 p.m.
<b>E-mail</b>	<a href="mailto:mli3@utep.edu">mli3@utep.edu</a>
<b>Phone</b>	(915) 747-7742 (Office)
<b>Textbook</b>	Jay Barney & William Hesterly. (2015). <i>Strategic Management and Competitive Advantage, 5<sup>th</sup> edition</i> . New York, NY: Pearson. ISBN: 9780133129304 <a href="http://www.facultybookshelf.org/course/21530">http://www.facultybookshelf.org/course/21530</a>

---

### COURSE DESCRIPTION

Welcome to Management 4300! This course focuses on the understanding of why some companies perform better than others. As advanced undergraduate students you already know that companies are complex entities that require many types of specialized knowledge such as accounting, finance, operations management, marketing and human resources management. In this class we will build on what you already know in these different areas while focusing on the behavior and performance of the entire organization.

More specifically, the course is designed to provide you with theoretical knowledge, frameworks and a business simulation experience to understand how companies can develop and sustain a competitive advantage through the development and redeployment of firm resources and capabilities within and across industries. The course can be described in two words: pragmatic and eclectic. It is *pragmatic* because I will be teaching about issues and concepts relevant for your future business career. It will contextualize key theoretical ideas through the use of a business simulation. It is *eclectic* because I draw upon a wide variety of theoretical ideas.

### COURSE LEARNING OBJECTIVES

To overarching goal of the course is to understand the key elements of strategic management of a company: analysis of the firm and its competitive environment, analysis of strategic alternatives, and development of strategic recommendations. This will be achieved through the following learning objectives and corresponding activities and assessments:

LEARNING OBJECTIVE	ACTIVITIES	ASSESSMENT
Define strategy and understand its importance	Readings: textbook chapter 1 and simulation manual	Exam BBA assessment
Understand the concept of competitive advantage	Reading: textbook chapter 1 and simulation manual	Exam BBA Assessment Capstone Simulation Comp-XM Basix Exam
Understand the impact of the external environment on profitability	Readings: textbook chapter 2 and simulation manual	Exam BBA Assessment Capstone Simulation Comp-XM Basix Exam
Understand the development and redeployment resources and capabilities as the	Readings: textbook chapter 3 and simulation manual	Exam BBA Assessment Capstone Simulation Comp-XM Basix Exam
Understand vertical integration decisions and their impact on competitive advantage	Readings: textbook chapter 6 and additional notes	Exam BBA Assessment
Understand horizontal diversification decisions and their impact on competitive advantage	Readings: textbook chapter 7 and additional notes	Exam BBA Assessment
Understand the strategy development process	Readings: textbook chapter 11 and Capstone simulation	BBA Assessment Capstone Simulation Comp-XM Basix Exam
Understand strategy implementation	Readings: textbook chapters 11; and Capstone simulation	BBA Assessment Capstone Simulation Comp-XM Basix Exam
Understand strategy evaluation	Readings: textbook chapter 2 and 3; and Capstone simulation	BBA Assessment Capstone Simulation Comp-XM Basix Exam

## COLLEGE OF BUSINESS ADMINISTRATION GOALS AND OBJECTIVES OF BBA

The College of Business Administration has established goals and objectives to assess its BBA program. The goals and objectives assessed in MGMT 4300 are:

- 1.1 BBA students will assess an organizations strengths, weaknesses, opportunities, and threats and will integrate these factors into a viable strategic plan.
- 1.2 BBA students will analyze a firm's financial and accounting information identifying firm strengths and weaknesses and will develop suitable strategies to improve corporate performance.

- 1.3 BBA students will recognize, measure, and analyze market demand for a product or service and will integrate this analysis into an effective marketing strategy.
- 1.4 BBA students will understand the role of financial markets and institutions in our economy and will integrate these monetary factors into an effective decision-making process.
- 1.5 BBA students will employ information technology to collect and evaluate business data to support the formulation of organizational strategies based on the results of their analysis.
- 1.6 BBA students will employ production operation models to supply chain problems and will recommend the operating strategy that maximized shareholder value.
- 1.7 BBA students will integrate decision processes and models from management, marketing, economics, finance, and accounting into the value creation process
- 2.2 BBA students will apply quantitative methods and frameworks to business problems and will incorporate the results of analysis into operating strategies.
- 4.1 BBA students will write concise, clear business reports.
- 4.2 BBA students will prepare and make a persuasive, professional speech on a current business topic.

## **LEARNING METHOD**

The course will involve some lecture and discussion of the key concepts and frameworks. This part is important to clarify your understanding of these ideas for their correct application. However, much of the learning will occur through the strategic management of a company in the Capstone business simulation. The Capstone business simulation is incorporated into all MGMT 4300 courses. It consists of a tournament competition involving six companies in an electronic sensor industry. Each company, comprised by a student team, develops and implements strategies that determine its performance.

My assumption going into class is that you have read or prepared the assigned material. I believe that learning occurs most effectively when you are actively engaged in the process. Therefore, if you want to learn and do well in the course you have to prepare and participate.

## **SIMULATION SOFTWARE**

Capstone ® ([www.capsim.com](http://www.capsim.com)). Registration codes will be provided by the instructor.

## EVALUATION

### Individual assessment:

(1) Class participation	15%
(2) Exam 1 and 2	30% (15% each)
(3) BBA assessment	15%
• Paper Test	10%
• Presentation	5%
(4) Comp-XM Basix exam	15%
(5) Capstone individual practice rounds	5%
(6) Capstone individual competition rounds	10%

### Team assessment:

(7) Capstone team competition rounds	10%
--------------------------------------	-----

### (1) Class participation

Individual class participation is an important component of the course. It will be assessed through iClicker Reef, a student response system. It requires the use of a laptop computer, tablet, smart phone. You must be present in class in order to earn participation points in it. Recording attendance or answering questions for someone other than yourself constitutes academic misconduct.

### (2) Exams

There are two in-class closed-book exams. They will contain multiple choice questions. The questions can be based on the textbook, additional notes and class discussions.

### (3) BBA assessment

It consists of (a) an in-class closed book exam and (b) an individual presentation. It assesses the degree of fulfillment of the BBA program's learning goals listed above. I will provide further information in class.

- Individual presentation: Each student is required to make and record a 2-3 minute individual presentation explaining (a) their learning experience in the BBA Program, and (b) how this course ties to it. Regarding the learning experience in the BBA Program, describe mainly what you learned in your major(s). Regarding how the course ties to your BBA learning experience, describe of how this course helped in the accomplishment of the aforementioned BBA goals. Think of this video as a promotional tool you could use in your job search. I will provide further information in class.

### (4) Comp-XM Basix exam

This computer-based assessment uses the business simulation to assess individual business judgment and analytical skills.

### (5) Capstone individual practice rounds

Your company will compete against other companies in the electronic sensor industry. The goal of these practice rounds is to quickly familiarize you with the Capstone environment while minimizing the potential impact of early mistakes.

### **(6) Capstone individual competition rounds**

These rounds aim to test your individual knowledge of the simulation in a competitive environment.

### **(7) Capstone team competition rounds**

You will be part of a team and compete against other teams. These rounds aim to test your ability to work as part of a team in a competitive environment.

#### **Teamwork:**

I expect teams to have some task conflict and solve it in a constructive manner. In extreme cases of team conflict, I reserve the right to remove a student from a team. An alternative assignment will be considered depending upon the specific circumstances of each case.

#### **Course Grading Policy:**

A: Represents achievement that is outstanding relative to the level necessary to meet course requirements.

B: Represents achievement that is significantly above the level necessary to meet course requirements.

C: Represents achievement that meets the course requirements in every respect.

D: Represents achievement that is worthy of credit even though it fails to meet fully the course requirements.

F: Represents failure (or no credit) and signifies that the work was either (1) completed but at a level of achievement that is not worthy of credit or (2) was not completed and there was no agreement between the instructor and the student that the student would be awarded an I (see also I).

I: (Incomplete) Assigned at the discretion of the instructor only under *extraordinary* circumstances, (e.g. hospitalization). It requires a written agreement between instructor and student.

#### Grading scale:

100≥A≥90

90>B≥80

80>C≥70

70>D≥60

60>F

#### **Make-up Exams:**

I will provide make-ups for exams to students under truly unavoidable or legitimate circumstances. Such circumstances include, but are not necessarily limited to, documented illness, documented participation in athletic events or other group activities sponsored by the University, serious family emergencies, subpoenas, jury duty, military service, and religious observances.

## **ADDITIONAL POLICIES**

### **Class Culture:**

- You are expected to arrive to the class on time and stay until the end.
- You must bring your University-issued ID to exams to verify identity.
- Do not be disruptive to the instructor or other students. I reserve the right to ask any students disrupting the normal flow of class to leave the room. If this occurs, you will need to meet with me before you can further attend class.
- No audio or video recording of the class is allowed without my written consent.
- Be brief and to the point when speaking in class.
- Respect other people's ideas.
- Use technology for class activities.

### **Disabilities:**

If you have a disability and need classroom accommodations, please contact The Center for Accommodations and Support Services (CASS) at 747-5148, or by email to [cass@utep.edu](mailto:cass@utep.edu), or visit their office located in UTEP Union East, Room 106. For additional information, please visit the CASS website at [www.sa.utep.edu/cass](http://www.sa.utep.edu/cass).

### **Academic Honesty:**

"The University of Texas at El Paso prides itself on its standards of academic excellence. In all matters of intellectual pursuit, UTEP faculty and students must strive to achieve excellence based on the quality of work produced by the individual. In the classroom and in all other academic activities, students are expected to uphold the highest standards of academic integrity. Any form of academic dishonesty is an affront to the pursuit of knowledge and jeopardizes the quality of the degree awarded to all graduates of UTEP. It is imperative, therefore, that the members of this academic community understand the regulations pertaining to academic integrity and that all faculty insist on adherence to these standards. Any student who commits an act of academic dishonesty is subject to discipline. Academic dishonesty includes, but is not limited to, cheating, plagiarism, collusion, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, and any act designed to give unfair advantage to a student or the attempt to commit such acts. Proven violations of the detailed regulations, as printed in the Handbook of Operating Procedures (HOP), and available in the Office of the Dean of Students and on the homepage of the Dean of Students at: <http://www.utep.edu/dos> may result in sanctions ranging from disciplinary probation, to a failing grade on the work in question, to a failing grade in the course, to suspension or dismissal, among others." (UTEP's Handbook of Operating Procedures)

**THE CONTENT IN THIS SYLLABUS MAY BE SUBJECT TO CHANGE**

<b>COURSE SCHEDULE - MGMT 4300 (CRN 21687)</b>	
<b>DATE</b>	<b>ACTIVITY</b>
1/22	Course Overview
1/24	What Is Strategy and the Strategic Management Process (Chapter 1)
1/29	Evaluating a Firm's External Environment (Chapter 2)
1/31	Introduction to Capstone Simulation
2/5	Evaluating a Firm's Internal Capabilities (Chapter 3)
2/7	<i>Capstone: Practice Round 1 (In-class lab)</i>
2/12	Cost Leadership (Chapter 4) <i>Capstone: Practice Round 2</i>
2/14	<i>Capstone: Practice Round 3 (In-class lab)</i>
2/19	Cost Leadership (Chapter 4) <i>Capstone: Practice Round 4</i>
2/21	<i>Capstone: Practice Round 5 (In-class lab)</i>
<b>2/26</b>	<b>EXAM 1 (Chapter 1, 2, 3, 4)</b>
2/28	<i>Capstone: Practice Round 6 (In-class lab)</i>
3/5	Product Differentiation (Chapter 5) <i>Capstone: Practice Round 7</i>
3/7	<i>Capstone: Practice Round 8 (In-class lab)</i>
3/12	Product Differentiation (Chapter 5) <i>Capstone: Individual Competition Round 1</i>
3/14	<i>Capstone: Individual Competition Round 2 (In-class lab)</i>
3/19 and 3/21	SPRING BREAK – No Classes
3/26	Vertical Integration (Chapter 6) <i>Capstone: Individual Competition Round 3</i>
3/28	<i>Capstone: Individual Competition Round 4 (In-class lab)</i>
4/2	Vertical Integration (Chapter 6) <i>Capstone: Individual Competition Round 5</i>
4/4	<i>Capstone: Individual Competition Round 6 (In-class lab)</i>
4/9	Corporate Diversification (Chapter 7) <i>Capstone: Individual Competition Round 7</i>
4/11	<i>Capstone: Individual Competition Round 8 (In-class lab)</i>
4/16	International Strategies (Chapter 11)
4/18	<i>Capstone: Team Competition Round 1 (In-class lab)</i>
<b>4/23</b>	<b>EXAM 2 (Chapter 5, 6, 7, 11)</b>
4/25	<i>Capstone: Team Competition Round 2 (In-class lab)</i>
4/30	Strategic Profit Model <i>Capstone: Team Competition Round 3</i>
5/2	<i>Capstone: Team Competition Round 4 (In-class lab)</i>
5/7	Strategic Profit Model
<b>5/9</b>	<b>BBA assessment test Presentation video</b>
<b>5/14</b>	<b>Comp-XM Basix Exam (1:00 PM - 3:45 PM) in CALC Lab 2 and 3</b>