

Corporate Strategy in East Asia

Section 1

Instructor/Title	Linda A. Bohaker, Professor
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【Course Outline / Description】

Corporate strategy is a critical component in a firm's long-term success. This course explores how companies formulate, implement and change their strategies in response to both domestic and international factors. Students will apply the strategic management model to a variety of global companies, with a special emphasis on companies from China, South Korea and Japan.

Section 2

【Course Objectives/Goals/Learning Outcomes

At the end of this course students will be able to

- 1) Explain the basic concepts and analytical tools of strategy formulation and implementation.
- 2) Analyze the corporate strategy of multi-national/East Asian companies by applying these concepts and tools.

Section 3

【Class Schedule/Class Environment, Literature and Materials】

Schedule of Assignments and Topics

Class Date	Topics	Readings for Class	Assignments Due
Week 1 Wed 9/5	Introduction to the course Introduction to strategic management (Chapter 1)	Review syllabus and Chapter 1 (pp. 3-19)	
Fri 9/7	Chapter 2 -- mission statements	Read Chapter 2 (pp. 23-35) and mission statements (handout)	Prepare to discuss mission statements
Week 2 Wed 9/12	Chapter 3 – corporate social responsibility	Read Chapter 3 (pp. 48-63, 79-85); read articles to be handed out; Ethics Self-Assessment (p. 84)	
Fri 9/14	Chapter 4 -- remote environment	Read chapter 4 (pp. 88-99)	Prepare remote environment analysis assignment

Week 3 Wed 9/19	Chapter 4 – industry analysis	Read Chapter 4 (pp. 100-115)	
Fri 9/21	Chapter 4 -- industry analysis		Prepare Industry analysis/Porter's Five Forces assignment
Week 4 Wed 9/26	Chapter 5 – global business	Read Chapter 5 (pp. 128-147)	
Fri 9/28	Chapter 6 -- internal analysis	Read Chapter 6 (pp. 152-174)	
Week 5 Wed 10/3	Case Study #1	Read/prepare case study	Written analysis of Case Study #1
Fri 10/5	Work on group presentation in class		Conduct research for group presentation
Week 6 Wed 10/10	Exam #1 (Chapters 1-6)		Review for Exam #1
Fri 10/12	Chapters 7 and 8 – generic strategies	Read Chapter 7 (pp. 196-205); Chapter 8 (pp. 241-254); article on Michael Porter	
Week 7 Wed 10/17	Chapters 7 and 8 -- grand strategies	Read Chapter 7 (pp. 205-235); Chapter 8 (pp. 261-266)	
Fri 10/19	Chapter 9 -- multi-business portfolios	Read Chapter 9 (pp. 269-285)	
Week 8 Wed 10/24	Case Study #2:	Read/prepare case study.	Written analysis of Case Study #2
Fri 10/26	Review of Strategy Formulation concepts and analytical tools	Read articles from <i>The Wall Street Journal</i> .	
Week 9 Wed 10/31	Work on group presentation in class		Conduct research for group presentation
Fri 11/2	Chapter 10 -- functional strategies	Read Chapter 10 (pp. 300-314; 324-330)	

Week 10 Wed 11/7	Chapter 11 -- organizational structure	Read Chapter 11 (pp. 332-365)	
Fri 11/9	Chapter 12 -- leadership	Read Chapter 12 (pp. 368-382)	
Week 11 Wed 11/14	Chapter 12 -- culture	Read Chapter 12 (pp. 383-395)	
Fri 11/16	Chapter 13 -- strategic control	Read Chapter 13 (pp. 398-407)	
Week 12 Wed 11/21	Case Study #3	Read/prepare case study	Written analysis of Case Study #3
Fri 11/23	Exam #2 (Chapters 7-13)		Review for Exam #2
Week 13 Wed 11/28	Work on group presentations in class		Work on presentations
Fri 11/30	Work on group presentations in class		Work on presentations
Week 14 Wed 12/5	Work on group presentations in class		Work on presentations
Fri 12/7	Group presentations (2)		Work on presentations
Week 15 Wed 12/12	Group presentations (2)		Work on presentations
Fri 12/14	Group presentations (2)		Work on presentations Executive Summary due
	Final Exam -- date to be determined		

【Textbooks/Reading Materials】

Pearce, John A. and Richard B. Robinson. *Strategic Management, Planning for Domestic & Global Competition*, 14th edition/international student edition. McGraw-Hill. 2015. ISBN: 978-9814577373. The textbook is available at the university bookstore.

Additional articles from *The Wall Street Journal* and other business publications will be handed out in class.

Section 4

【Learning Assessments/Grading Rubric】

20% = Class participation

25% = Group project (presentation and executive summary)

15% = Exam #1

15% = Exam #2

10% = Case studies

15% = Final exam

Since class participation is a significant part of the student's contribution to the course and to his/her grade, regular attendance is expected. Being absent from or late to class will lower your class participation grade. Students may discuss their class participation grade with the professor at any time throughout the term.

Exams and case studies will be graded and returned to students in a timely manner.