

Semester: Fall 2019

## Management and Leadership C Corporate Strategy in East Asia

### Section 1

Instructor/Title	Linda A. Bohaker, Professor
Office/Building	Main Administration Building #912

#### 【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
Class 1	Introduction to the course Overview of strategic management	Review syllabus and Chapter 1 (pp. 3-19)	
Class 2	Chapter 2 -- mission statements	Read Chapter 2 (pp. 23-35) and mission statements (handout)	One-Page Assignment #1
Class 3	Chapter 3 – corporate social responsibility	Read Chapter 3 (pp. 48-63, 79-85);	Group Project Draft #1
Class 4	Chapter 4 -- remote environment	Read chapter 4 (pp. 88-99)	One-Page Assignment #2

Class 5	Chapter 4 – industry analysis	Read Chapter 4 (pp. 100-115)	
Class 6	Chapter 4 -- industry analysis		One-Page Assignment #3
Class 7	Chapter 5 – global business	Read Chapter 5 (pp. 128-147)	
Class 8	Chapter 6 -- internal analysis	Read Chapter 6 (pp. 152-174)	
Class 9	Case Study #1	Read/prepare case study	Written analysis of Case Study #1
Class 10	Work on group presentation in class		Group Project Draft #2
Class 11	Exam #1 (Chapters 1-6)		Review for Exam #1
Class 12	Chapters 7 and 8 – generic strategies	Read Chapter 7 (pp. 196-205); Chapter 8 (pp. 241-254); article on Michael Porter	One-Page Assignment #4
Class 13	Chapters 7 and 8 -- grand strategies	Read Chapter 7 (pp. 205-235); Chapter 8 (pp. 261-266)	One-Page Assignment #5
Class 14	Work on group presentation in class		Group Project Draft #3
Class 15	Chapter 9 – multi-business portfolios	Read chapter 9 (pp. 269-285)	
Class 16	Case Study #2:	Read/prepare case study.	Written analysis of Case Study #2

Class 17	Chapter 10 -- functional strategies	Read Chapter 10 (pp. 300-314; 324-330)	One-Page Assignment #6
Class 18	Chapter 11 -- organization structure	Read Chapter 11 (pp. 332-365)	
Class 19	Chapter 12 -- leadership	Read Chapter 12 (pp. 368-382)	
Class 20	Chapter 12 -- culture	Read Chapter 12 (pp. 383-395)	One-Page Assignment #7
Class 21	Chapter 13 -- strategic control	Read Chapter 13 (pp. 398-407)	
Class 22	Work in class on group presentation		Group Project Draft #4
Class 23	Review of Strategic Management Model	Assignment to be determined	
Class 24	Exam #2 (Chapters 7-13)		Review for Exam #2
Class 25	Work on group presentations in class		Work on presentations
Class 26	Work on group presentations in class		Work on presentations
Class 27	Work on group presentations in class		Work on presentations
Class 28	Group presentations (2)		Work on presentations
Class 29	Group presentations (2)		Work on presentations
Class 30	Group presentations (2)		Work on presentations
	Final Exam -- date to		

	be determined		
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**【Textbooks/Reading Materials】**

Pearce, John A. and Richard B. Robinson. *Strategic Management, Planning for Domestic & Global Competition*, 14<sup>th</sup> 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】**

25% = Class participation/One-Page Assignments

20% = Group project (drafts and presentation)

15% = Exam #1

15% = Exam #2

10% = Case studies

15% = Final exam/essay

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, case studies and other written assignments will be graded and returned to students in a timely manner.