



RUTGERS

HR Strategy II: Strategic Management

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Fall 2018

[Syllabus as of September 5, 2018]

“Leaders establish the vision for the future and set the strategy for getting there.” – John P. Kotter

“I was drawn to the field of competition and strategy because it tackles perhaps the most basic question in both business management and industrial economics: What determines corporate performance?” – Michael Porter

“The essence of strategy is choosing what not to do” – Michael Porter

“The biggest risk is not taking any risk... In a world that is changing really quickly, the only strategy that is guaranteed to fail is not taking risks.” -- Mark Zuckerberg

“Leadership belongs to those who take it” – Sheryl Sandberg

Instructor: Jane Baylis

Class sessions: Wednesdays, 7:20 – 10:00 pm; Levin Building, Room 103

Email: janebaylis@verizon.net

Phone: 609-571-6458 (cell)

Office Hours: By appointment

Course Overview

The primary objective of this course is to provide you with a deep understanding of strategic management. Topics to be covered will include competitor analysis, strategy formulation (at the business, corporate and international levels), acquisitions and restructuring, and cooperative strategies.

We will discuss the reality that some firms gain sustainable competitive advantage over industry rivals while others struggle to simply survive. How do factors such as a firm’s internal and external environment impact their selection and implementation of strategy? How do new firms effectively plan and execute strategies that will enable them to successfully compete against established firms? These are some examples of the types of questions we will seek to answer in our study of strategic management. To achieve these objectives, a balance of theory and practice will be applied in the form of textbook readings and discussions mixed in with “real life” business examples and cases.

SMLR / HR Management Learning Goals

This course focuses on the following School of Management and Labor Relations / HR department learning objectives:

Cognitive Skills and Processes

The cognitive skills and process area reflects the goal for SMLR programs to help students develop skills central to lifelong learning and participation in society and the workplace.

Written & Oral Communication – Communicate effectively at a level and in modes appropriate to an entry level professional.

- Communicate complex ideas effectively, in standard written English
- Analyze and synthesize information and ideas from multiple sources to generate new insights
- Produce quality research papers with proper convention of attribution/citation
- Produce high quality executive summaries
- Make an argument using contemporary and/or historical evidence
- Present ideas and arguments in a logical and effective way

Knowledge of Theory, Practice and Application

The knowledge of theory and application area reflects the goal for SMLR programs to ensure that students learn the key theoretical and foundation areas of study in their domains and realize opportunities to apply that knowledge to practice situations.

Theoretical Perspectives - Demonstrate an understanding of relevant theories and apply them given the background context of a particular work situation.

- Demonstrate an understanding of the practical perspectives, theories and concepts in their field of study
- Evaluate and apply theories from social science disciplines to workplace issues

Course Requirements and Grading

(Specific due dates noted on the course outline below, and on the detailed assignment documents)

1) Class Participation (10% of course grade): You will be expected to actively participate in class. One of the core discussions (for several classes) will be the assigned case studies. It is really important that you are prepared to discuss these case studies, as you will often be part of an “in-class” team that will discuss the case study and then share your insights with the broader class.

Class participation will also include participating in a virtual discussion using the forums on Sakai. We may have one or two guest speakers in our class during the semester, and students are expected to participate in the discussions and topics brought forward by these experts.

3) Individual Case Analysis Assignments #1 and #2 (20% and 20% of course grade): This will involve analyzing two separate case studies. You will choose from a list of case studies, based on your interest in the topics covered in the cases. A separate handout detailing these assignments will be provided and posted on Sakai. **Case Analysis #1 is due on October 10th and Case Analysis #2 is due on November 7th**

4) Final Team Project and Presentation (30% of course grade): You will be assigned to a team early in the semester, and your team will choose an organization to both analyze and offer insightful and creative recommendations related to the organization’s strategy. A written summary will accompany your presentation and will be part of your grade. Each team will be assigned a grade for this presentation, and this grade will be shared by every member of the team. A separate handout detailing this assignment will be provided and posted on Sakai. **Final team presentations will be on December 12th.**

4) Final Examination (20% of course grade): This will involve analyzing a case study. You will choose from two case studies, based on your interest in the topics covered in the cases. A separate handout detailing these assignments will be provided and posted on Sakai one week prior to the due date. **The Case Analysis is due on December 19st.**

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Note: All assignments (team and individual) will be submitted via Sakai, and the Turnitin verification service will be used for this class. Turnitin is a software program used by Rutgers and many other universities to check for originality and plagiarism. For additional information regarding this topic, see:

<https://sakai.rutgers.edu/access/content/public/turnitin.html>

EVALUATION

Your course grade will be determined as follows:

Course Component	Percentage of Final Grade
Class Participation	10%
Individual Case Analysis 1	20%
Individual Case Analysis 2	20%
Final Team Project	30%
Final Examination	20%
Total:	100%

Grading Scale

90-100 = A

88-89 = B+

80-87 = B

78-79 = C+

70-77 = C

60-69 = F

Note: for most assignment grades, I will also use “minus” grades, i.e. A-, B-, C- ; in addition to the standard grades above.

Course Policies

You are expected to attend every class, which is critical to the success of the course. You are expected to complete all of the reading, and come to class prepared to discuss what you have read. Further, you should be prepared to discuss and debate the material for the course to practice critical thinking and to build your understanding of the material. You should definitely be an active listener, and be respectful of your classmates. Using cell phones or other electronic devices (i.e. texting) in class is not allowed. If for some reason you are unable to attend a class, please inform me prior to class. If you miss a class for any reason, you are responsible to find out about materials covered and any changes in schedule or assignments.

Assignments will not be accepted after the noted due date unless special arrangements have been made with the professor in advance. Students will not be permitted to take examinations after the exam date stated on the syllabus. All known student disabilities and religious holidays will be accommodated as appropriate. If you need any accommodation, you should discuss this with me no later than the second class session.

All students will be expected to be familiar with and abide by the University's Academic Integrity Policy. Failure to comply with this policy will result in the student's failure of the course and referral to the Office of Student Conduct.

Students should use their Rutgers e-mail addresses for class communications with the instructor and the members of their team. In addition, we will use Sakai as the primary source of class

content, and for other collaboration as required. **As such, students should check their Rutgers email and Sakai on a frequent basis.**

Required Readings

Students are responsible for accessing and completing all readings prior to the class for which the readings are assigned. Required readings listed on the course schedule can be obtained as follows:

- Rothaermel, F.T. 2017. **Strategic Management: Concepts, 3rd Edition.** McGraw-Hill Higher Education. *(All assigned chapters appear in the course schedule)*

Note: The textbook will be available for purchase at the bookstore. Alternatively, you may purchase or rent the book from various sites online.

Harvard Business School Publishing:

You will see several “HBSP” references in the Course Schedule Below. There are two options for obtaining these reading materials (articles and case studies)

- I have set up a “course pack” unique to our class on the HBSP website. You can click on the following URL and follow the directions for purchasing this material. If you have not done so already, you will need to set up an account on the HBSP website.

Link for Course Printed Materials: <https://hbsp.harvard.edu/import/551502>

If you experience technical difficulty, please contact the HBSP Technical Support Group:

Phone: 1-800-810-8858 (outside the U.S. and Canada, 1-617-783-7700); 24 hour availability or E-mail: techhelp@hbsp.harvard.edu.

- You may be able to access some of this HBSP copyrighted material via the Rutgers library (note: certain case studies may only be available through Harvard Publishing)

Specific List of Cases and Articles:

For Class discussions - These are noted on the Course Schedule:

1. Amazon’s KiranaNow: The Indian Online Grocery Market
2. Case: Southwest Airlines--2002: An Industry Under Siege
3. Article: Singapore Airlines’ Balancing Act
4. Case: Climate Change and the Napa Valley Wine Industry
5. Case: Attack of the Clones: Birchbox Defends Against Copycat Competitors
6. Case: Making a Blue Ocean Strategic Move that Discourages Imitation: The Case of Wikipedia
7. Case: Neighborhood Watch: The Rise of Zillow
8. Case: Lenovo: Building a Global Brand
9. Agoda: People Analytics and Business Culture (A)

For Individual Assignments - These case studies will be discussed in greater detail on the assignment sheet for the individual assignment:

Assignment # 1:

1. LEGO
2. YUM! Brands (Case 9-712-422)

Assignment #2:

3. Survey Monkey in 2014
4. Merck: Open for Innovation?

Note: In addition to the above cases and articles, you will be required to purchase one additional case later in the semester for the final exam. Expect to spend about \$50 on the entire set of cases and articles for the course.

Course Schedule

Date	Topic	Readings/Assignments (due at beginning of class unless otherwise noted)
Class 1 Sept 5	Course Introduction What is Strategy?	Chapter 1
Class 2 Sept 12	External Analysis: Industry Structure, Competitive Forces, and Strategic Groups	Chapter 3 Amazon's KiranaNow: The Indian Online Grocery Market Case (HBSP)
Class 3 Sept 19	Internal Analysis: Resources, Capabilities, and Core Competencies Guest Speaker – Librarian Julie Peters	Chapter 4 Southwest Airlines Case (HBSP)
Class 4 Sept 26	Competitive Advantage, Firm Performance and Business Models SWOT Analysis	Chapter 5 Napa Valley Case (HBSP)
Class 5 Oct 3	Meet with Teams to discuss Final Team Project	
Class 6 Oct 10	Business Strategy: Differentiation, Cost Leadership, Blue Oceans	Chapter 6 Birchbox Case (HBSP) Singapore Airlines Article (HBSP) Individual Case Assignment #1 Due October 10th
Class 7 Oct 17	Business Strategy: Innovation and Strategic Entrepreneurship	Chapter 7 Wikipedia Case (HBSP)
Class 8 Oct 24	Corporate Strategy: Vertical Integration and Diversification Guest Speaker – Realtor Joseph Baylis	Chapter 8 Zillow Case (HBSP)
Class 9 Oct 31	Corporate Strategy: Strategic Alliances, Mergers and Acquisitions	Chapter 9 Lenovo Case (HBSP)
Class 10 Nov 7	Global Strategy: Competing Around the World	Chapter 10 Individual Case Assignment #2 Due November 7th
Class 11 Nov 14	Organizational Design, Structure, Culture and Control	Chapter 11 Agoda: People Analytics and Business Culture (A) (HBSP)

Nov 21	Fall Break	
Class 12 Nov 28	Corporate Governance and Business Ethics Guest Speaker – Sherry Woodruff (Supplier Diversity)	
Class 13 Dec 5	Wrap-Up Discussion Team Time: (Discuss your final team presentations)	
Class 14 Dec 12	Final Team Presentations	Team Presentations and Written Reports Due (upload to Sakai)
Class 15 Dec 19	Final Examination	

***HBSP: Harvard Business School Publishing (see Required Readings above)**

Note: On dates when a case or article (i.e., any readings outside the textbook) is assigned, it is recommended you bring that reading to class.