

FALL 2021

Meeting days: Wednesday	Instructor title and name: Dr. Julia Dare
Meeting times: 5:30-8:15PM	Phone: 619-849-2397 (please email messages)
Meeting location: Mission Valley Campus, 315	E-mail: jdare1@pointloma.edu
MBA Exit Exam: Dec 6 - Dec 12	Office location and hours: By appointment

PLNU Mission

To Teach ~ To Shape ~ To Send

Point Loma Nazarene University exists to provide higher education in a vital Christian community where minds are engaged and challenged, character is modeled and formed, and service is an expression of faith. Being of Wesleyan heritage, we strive to be a learning community where grace is foundational, truth is pursued, and holiness is a way of life.

Fermanian School of Business Mission

Character ~ Professionalism ~ Excellence ~ Relationships ~ Commitment ~ Innovation

As members of a vital Christian community, we strive to provide high quality business programs that equip students to make a positive impact in their workplace and community by connecting purpose to practice

COURSE DESCRIPTION

This capstone course focuses on a thorough understanding of the analytical techniques and skills necessary to identify, develop, and implement successful business strategies. Utilizing an intensive case-study approach, students demonstrate an understanding of the main elements of the strategic management process, including a semester-long detailed strategic plan analysis of an existing corporation. In addition, the course integrates knowledge and skills students have mastered in previous courses.

COURSE LEARNING OUTCOMES

Upon completion of this course, students will be able to:

1. Analyze and evaluate the strategies of an organization by integrating appropriate insights from the core business disciplines (PLO 1, 2 & 3).
2. Formulate a strategy for an organization considering strategic options, assessment of alternatives, and emerging market conditions (PLO 2 & 3).
3. Present the results of a strategic evaluation in a professional and concise manner (PLO 6).
4. Construct strategies and structures that reflect ethical principles, company values, and socially responsible management practices (PLO 5).
5. Collaborate effectively in a team to analyze current challenges in business (PLO 7).

REQUIRED TEXTS AND RECOMMENDED STUDY RESOURCES

REQUIRED: Gamble, Peteraf & Thompson. *Essentials of Strategic Management: The Quest for Competitive Advantage*, 7th edition, 2020, McGraw-Hill Education. ISBN: 978-1260261547

RECOMMENDED: Porter, Michael E. *Competitive Strategy, Techniques for Analyzing Industries and Competitors*, 1980, The Free Press.

ASSESSMENT AND GRADING

To successfully pass the course, students should attend all class sessions, participate in class activities, complete exams as scheduled, and turn in assignments on time. Your course grade consists of 65% individual work and 35% group work as follows.

A. Prerequisite Course Leveling Module (Individual)	5%
B. Chapter Quizzes (6) (Individual)	15%
C. Case Studies (6) (Group)	15%
D. Article Assessment - Flawed Business Strategy (Individual)	7.5%
E. Business Analytics Simulation (Individual)	5%
F. Company Strategy Analysis & Presentation (Group)	20%
G. Company Strategy Analysis Challenge (Individual)	2.5%
H. Independent Industry Predictions (Individual)	10%
I. Participation (Individual)	15%
J. MBA Comprehensive Exit Exam (Individual)	5%

The following represents the general grading policy for this class.

93 – 100%	A	73 – 76.9%	C
90 – 92.9%	A-	70 – 72.9%	C-
87 – 89.9%	B+	67 – 69.9%	D+
83 – 86.9%	B	63 – 66.9%	D
80 – 82.9%	B-	60 – 62.9%	D-
77 – 79.9%	C+	0 – 59.9%	F

A. Foundations of Business Integration and Strategic Management Pre-Requisite Leveling Module (5%)

You are required to take the Foundations of Business Integration and Strategic Management course pre-requisite leveling module. The time to complete the module is estimated at 6 to 9 hours, depending on your previous exposure to the subject.

An MBA program staff member has sent registration and completion instructions to your PLNU e-mail. If you have not received these instructions, please notify the professor immediately to avoid late completion penalties. To successfully complete the module, you must earn a minimum score of 80% on the module post-test. You are allowed to attempt the post-test twice. If you have not achieved a passing score (80%) after two attempts, you will be required to purchase a new module for \$39.00, and continue attempts until a passing score is achieved at the same URL:

<https://micro.peregrineacademics.com/pointloma>

The password for the retake module is: **PLNUPAY-1001**

If you take any modules that are not assigned to you for this course, you will be billed for each module at \$39

each.

This module is worth 5% of your total course grade. Extra credit is available if you complete the module early. Similarly, earned credit will be reduced according to the timeline given in the table below:

Date	% Grade Earned	Incentive
8/20	7%	Early Reward
8/27	6%	Early Reward
9/3	5%	Full Credit
9/10	3%	Late Penalty

Note: If the course pre-requisite module has not been completed with a score of 80% or higher by **Sept 10**, the student will be dropped from the class. Students may receive only a partial refund in accordance with the PLNU refund policy outlined in the catalog.

The percentage earned on the leveling module post-test will be translated into points in conjunction with the extra credit and late penalty percentages as specified in the table below:

SAMPLE TABLE

Based off 5% of course being equivalent to 50 points – adjust as needed based on actual points, etc. It is up to the faculty member as to how many points equates to 5% of the total course grade; however, this must represent 5% of the total grade.

Post-test Percentage	Points Earned if completed by 8/20	Points Earned if completed by 8/27	Points Earned if completed by 9/3	Points Earned if completed by 9/10
95.00-100	70	60	50	30
90.00-94.99	63	54	45	27
85.00-89.99	56	48	40	24
80.00-84.99	49	42	35	21
<80.00	0	0	0	0

B. Chapter Quizzes (15%)

Reading the textbook chapters prior to class discussions is critical for your understanding of the concepts and engagement in class discussion. To assess your comprehension, six (6) multiple choice Chapter Quizzes will be given. You may submit one extra credit assignment (to be announced by the instructor) to replace your lowest Chapter Quiz grade with a score of 100%. Quizzes will only be given in class via Canvas; makeups are not permitted.

C. Case Studies (15%)

Case Study Summaries for each assigned case are to be prepared based upon questions provided by the instructor. The specific case assignments and focus questions will be posted via Canvas. Each summary is due before class begins on the date the case is assigned (see the course schedule). Case Study Summaries are to be 3 pages in length, excluding cover page (APA format). Late case summaries will not be accepted as we will discuss all cases in class the day Case Study Summaries are due. Case Study Summaries will be completed in groups as instructed and approved by the instructor. A thorough reading and analysis of each case is required to prepare the Case Study Summaries and to prepare you for your required contribution to case discussions that will occur for each case during class.

Your group will be assigned one case to act as consultants to the business, leading the in class discussion on

the scheduled date. Your assigned case will require greater analytical depth beyond answering the focus questions. In addition to identifying and analyzing the key issues, your group will pose insightful questions to the class based on your independent study as business consultants. In leading the class discussion, encourage different ideas and analytical thought so that the class develops and tests multiple strategies through a rich and challenging discussion. At the end of the class discussion, your group will be responsible for announcing and defending your recommended strategy

Your Case Study grade will be based equally on your case summaries and group's presentation of its assigned case. Your participation in case study discussions will impact your Participation grade.

D. Article Assessment - Flawed Business Strategy (7.5%).

You are to select one article from the Wall Street Journal, Forbes, or another major publication discussing some aspect of corporate strategy. You must find an article discussing a business strategy which you believe is flawed. The article must relate some aspect of our course (e.g., competitive rivalry, alliances, ethics, etc.) to the focal company. To perform an assessment and prepare for questions you will need to conduct additional research on historical stock performance, the market and competition, international forces, etc. You will write a 3 -4 page assessment summarizing the article, your analysis of the issue facing the company including why the company's current strategy is flawed, why you believe the company is pursuing the strategy, and your proposed solution. I will ask for a few articles to be orally summarized and assessed during each class. At the beginning of the semester, you will sign-up for a date to present your article. You will turn in your write-up and a copy of the article on your scheduled dates. Remember, all presentations are in business dress. To receive full credit, you must complete all requirements of the assignment.

E. Business Analytics Simulation - Capsim Inbox (5%)

Each student will complete the Business Analytics simulation independently. The purpose of the simulation is to refine your acumen in directing the strategic decisions of a business.

Students experience a day in the life of a Senior Vice President of Brand Management at a health apps and services provider. Overall, the scenario tasks students with recommendations on the product portfolio's strategic direction by interpreting the available data. Students will manage the existing products of two recently merged companies, grow sales across the U.S., and provide demand forecasts to create production goals and employee incentives.

The skills evaluated include:

- Critical Thinking
- Business Knowledge
- Visual Communication
- Computational Skills
- Integrative Learning and Applications

F. Four-Part Company Strategy Analysis & Presentation (4 part analysis 10%; presentation 10%)

Each group will select a publicly traded company to study and analyze their central strategic issues throughout the course, culminating in a final project presentation in class. Firms in industries that are in transition or firms that are undergoing major strategic changes are potentially the most interesting.

4 Part Analysis (10% equally weighted). Your group will conduct a comprehensive analysis of the (1) company history and overview, (2) external environment (environment, industry, competition) (3) market and value creation, and (4) financial analysis. Each of the 4 parts must be submitted to Canvas on the due dates listed in the course schedule and is 2.5% of your course grade (10% total).

Presentation (10%). After developing and refining the 4 part analysis, a tradeoff analysis of 2 - 3 mutually exclusive strategic alternatives (i.e., choosing one bars the company from choosing the others), a robust and viable strategic proposal for the company (supported by convincing evidence and logic), and execution

plan will complete your final presentation. Your final strategy will be based on the strategic problems facing the managers, your analysis of both non-financial and financial/quantitative data (using graphs and charts), a tradeoff analysis of alternative courses of action, and your assessment of the preferred course. A significant set of backup slides are essential to your final presentation (details to be provided in class). Presentations are scheduled for the 12/8 class session. All team members must be present to earn credit and dressed in business attire. Further instructions, as well as the due date/time for each part will be posted on Canvas.

Project Proposal. Your project proposal must be turned in by the due date; however, you have a better chance of approval by turning it in sooner, as companies will be on a first-come, first-served basis. I will approve your group's selected company after receiving a suitable project proposal.

The proposal will include:

1. Names of all team members;
2. A brief description (250 - 500 words) of the central strategic issue you will study, covering the industry and company; and
3. Multiple data sources you've identified to facilitate qualitative and quantitative analysis.

G. Company Strategy Analysis Challenge (2.5%)

Each of you will be assigned to challenge a specific CSA, in the role of an investor. Prior to the presentation, you will acquire a foundational understanding of the company you will be challenging, including a review of relevant industry and company news. You will prepare a set of questions you would like the management team to address in making your investment decision. At the end of the CSA presentation, you will have an opportunity to discuss your investment decision and rationale (see example below) with other investor challengers in class. You will then announce your decision to the management team. By 5pm the day after class, you will submit all questions you prepared and asked the presenting team, your evaluation of the group's performance (see Canvas for details), and an explanation of your decision to buy or sell the company's stock based on the group's comprehensive analysis and proposed strategy/execution plan.

Challengers will be evaluated on the depth and relevance of your questions asked during the presentation, the insightfulness of your evaluation, and the soundness of your rationale to buy/sell the company's stock.

All students have the opportunity to ask questions during any and all presentations. Further instructions, as well as the due date/time will be posted via Canvas.

Investment Rationale Example: Decision to Sell

1. The stock, which was as high as \$50 this year, took a big drop to as low as \$34. The decline came after the company cut its sales and profit forecast for this year, citing the risk of falling sales in Russia due to mounting tensions with the West over Ukraine. Nearly 10% of revenue is earned in Russia.
2. Management estimates that its sales will grow at a "mid-single-digit" rate, down from a "high-single-digit" rate.
3. The company operates in a highly competitive market. For the first time, it has dropped to the #3 spot in the US, behind Nike and Under Armour. Management will attempt to boost its marketing spending to regain market share, but the effect is uncertain & can easily be copied. No long-term strategy is planned.

H. Independent Industry Predictions (10%)

Given each group's final Company Strategy Analysis, each team member will independently (1) summarize and justify the team's strategic recommendations; (2) make predictions as to the outlook for the industry as a whole in the next 3 years; (3) map out the moves you believe the key players/competitors will make during this time, including M&A; (4) discuss which companies will be the winners and losers in the year 2024 and why, including

stock price predictions; and 5) identify any changes needed to the recommended strategy for the company in light of these predictions considering the challenges faced during the presentation and each of the 4 parts of the strategy analysis. Be concise and use APA format 6th edition. This 7-10 page written report is due via Canvas the last day of class.

I. Participation (15%)

The success of the course will be impacted by the quality of your daily participation in and out of class. Participation will be based upon the depth and relevance of your contributions in class to discussions (including the case studies, lectures, and other assignments) and activities. It will also be based upon your contribution to your group, as evidenced by peer evaluations. Class attendance is required and any absences will lower your participation grade.

J. MBA Comprehensive Exit Exam (5%)

The MBA Comprehensive Exam is a nationally standardized exam to assess the knowledge you have retained throughout the MBA program. The exam will be taken in Canvas and administered using Honorlock. You will take it at any time from 12/6 - 12/12. A study guide of topics on the exam will be provided. However, no additional preparation is required before the exam.

INCOMPLETES AND LATE ASSIGNMENTS

All assignments are to be submitted/turned in by the beginning of the class session when they are due—including assignments posted in Canvas. Incompletes will only be assigned under extremely unusual circumstances.

SPIRITUAL CARE

PLNU strives to be a place where you grow as a whole person. To this end, we provide resources for our graduate students to encounter God and grow in their Christian faith. At the Mission Valley (MV) campus we have an onsite chaplain, Rev. Gordon Wong, who is available during class break times across the week. If you have questions for, desire to meet or share a prayer request with Rev. Wong you can contact him directly at mvchaplain@pointloma.edu or gordonwong@pointloma.edu. Rev. Wong's cell number is 808-429-1129 if you need a more immediate response. In addition, on the MV campus there is a prayer chapel on the third floor which is open for use as a space set apart for quiet reflection and prayer.

PLNU COPYRIGHT POLICY

Point Loma Nazarene University, as a non-profit educational institution, is entitled by law to use materials protected by the US Copyright Act for classroom education. Any use of those materials outside the class may violate the law.

PLNU ACADEMIC HONESTY POLICY

Students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. Academic dishonesty is the act of presenting information, ideas, and/or concepts as one's own when in reality they are the results of another person's creativity and effort. A faculty member who believes a situation involving academic dishonesty has been detected may assign a failing grade for that assignment or examination, or, depending on the seriousness of the offense, for the course. Faculty should follow and students may appeal using the procedure in the university Catalog. See the [Academic Honesty Policy](#) in the Graduate and Professional Studies Catalog for definitions of kinds of academic dishonesty and for further policy information.

PLNU ACADEMIC ACCOMMODATIONS POLICY

PLNU is committed to providing equal opportunity for participation in all its programs, services, and activities. Students with disabilities may request course-related accommodations by contacting the Educational Access Center (EAC), located in the Bond Academic Center (EAC@pointloma.edu or 619-849-2486). Once a student's eligibility for an accommodation has been determined, the EAC will issue an

academic accommodation plan (“AP”) to all faculty who teach courses in which the student is enrolled each semester.

PLNU highly recommends that students speak with their professors during the first two weeks of each semester/term about the implementation of their AP in that particular course and/or if they do not wish to utilize some or all of the elements of their AP in that course.

Students who need accommodations for a disability should contact the EAC as early as possible (i.e., ideally before the beginning of the semester) to assure appropriate accommodations can be provided. It is the student’s responsibility to make the first contact with the EAC.

PLNU ATTENDANCE AND PARTICIPATION POLICY

Regular and punctual attendance at all classes is considered essential to optimum academic achievement. If the student is absent from more than 10 percent of class meetings, the faculty member can file a written report which may result in de-enrollment. If the absences exceed 20 percent, the student may be de-enrolled without notice until the university drop date or, after that date, receive the appropriate grade for their work and participation. See [Academic Policies](#) in the Graduate and Professional Studies Catalog for additional detail.

Asynchronous Attendance/Participation Definition

For any asynchronous class scheduled by the faculty member, a day of attendance is determined as contributing a substantive note, assignment, discussion, or submission by the posted due date. Failure to meet these standards will result in an absence for that day. Instructors will determine when asynchronous attendance days are required in a given week, if any.

USE OF TECHNOLOGY

In order to be successful in your course, you'll need to meet the minimum technology and system requirements; please refer to the [Technology and System Requirements](#) information. Additionally, students are required to have headphone speakers, microphone, or webcams compatible with their computer available to use for any online or hybrid classes. Please note that any course with online proctored exams require a computer with a camera (tablets are not compatible) to complete exams online.

Problems with technology do not relieve you of the responsibility of participating, turning in your assignments, or completing your class work.

FINAL EXAMINATION POLICY

Successful completion of this class requires taking the final examination **on its scheduled day(s)**. No requests for early examinations or alternative days will be approved.

COURSE SCHEDULE AND ASSIGNMENTS

Note: See Canvas for additional details and minor schedule changes (e.g., executive speaker dates)

Week	Meeting Dates	CH	Topic	Activities and Items Due
0	Sept 1 (Light Week - No Class)	-	Introduction & Course Preparation	- Review Syllabus - CSA: Research Public Company - Post Current Photo, Current Job, Dream Job
1	Sept 8	1	Strategy, Business Models, and Competitive Advantage	- Introductions - Chapter 1 Quiz - Groups Meet

2	Sept 15	-	Strategic Management Decisions	<ul style="list-style-type: none"> - Research Workshop: Phyllis Fox, Business Librarian - Management Simulation: Prepare for Your Role (as assigned) - DUE: CSA Proposal
3	Sept 22	2	Strategy Formulation, Execution & Governance	<ul style="list-style-type: none"> - DUE: CSA Company History & Overview - <i>Executive Speaker: Ellen Chang, Head H4X Labs</i>
4	Sept 29	3	Evaluating a Company's External Environment	<ul style="list-style-type: none"> - Chapter 2 & 3 Quiz - Case: Lola's Market
5	Oct 6	4	Evaluating a Company's Resources, Capabilities & Competitiveness	<ul style="list-style-type: none"> - <i>Executive Speaker: Tad Cluff, Regional VP of Bond & Surety, Travelers</i> - DUE: CSA External Environment
6	Oct 13	5	The Five Generic Competitive Strategies	<ul style="list-style-type: none"> - Chapter 4 & 5 Quiz - Case: Under Armour
7	Oct 20	6	Strengthening a Company's Competitive Position	<ul style="list-style-type: none"> - DUE: CSA Market & Value Creation - Exec Speaker - TBA
8	Oct 27	7	Strategies for Competing in International Markets	<ul style="list-style-type: none"> - Chapter 6 & 7 Quiz - Case: iRobot
9	Nov 3	8	Corporate Strategy: Diversification and the Multibusiness Company	<ul style="list-style-type: none"> - <i>Executive Speaker: Paula Garrett, VP of Finance Operations, Mary Kay, Inc.</i>
10	Nov 10	9, App A	Ethics, CSR, Sustainability and Strategy Financial Ratios	<ul style="list-style-type: none"> - Chapter 8 & 9 Quiz - Case: Walt Disney - DUE: CSA Financial Analysis
11	Nov 17	10	Superior Strategy Execution	<ul style="list-style-type: none"> - Chapter 10 Quiz - Case: Starbucks - Q&A: MBA Exit Exam - Lauren Washburn
12	Nov 24	-	THANKSGIVING BREAK	PRAYERS FOR SAFE TRAVELS & THANKS TO THE LORD JESUS
13	Dec 1	-	Management Decisions	<ul style="list-style-type: none"> - Management Simulation: Prepare your Role & Strategy (as assigned) - Speaker: Kim Berry Jones
14	Dec 8	-	Final Presentations	<ul style="list-style-type: none"> - Final Presentations - Challenges
15	Dec 15	-	Course Wrap Up	<ul style="list-style-type: none"> - Capsim Business Analytics Simulation - Submit: Team Evaluations - Submit: Independent Industry Predictions - Take MBA Exit Exam 12/6 - 12/12

