



North Central State College
MASTER SYLLABUS
2019-2020

- A. Academic Division: Business, Industry and Technology
- B. Discipline: Business Administration
- C. Course Number and Title: BUSM2272 Case Studies in Business
- D. Course Coordinator: Lynn Jones
Assistant Dean: Toni Johnson, PhD

Instructor Information:

- Name: Click here to enter text.
- Office Location: Click here to enter text.
- Office Hours: Click here to enter text.
- Phone Number: Click here to enter text.
- E-Mail Address: Click here to enter text.

- E. Credit Hours: 2
- F. Prerequisites: BUSM1050 or BUSM2050, BUSM1150, ENGL1030 or BUSM1170, and a minimum of 45 credit hours completed
- G. Syllabus Effective Date: Fall, 2019
- H. Textbook(s) Title:

Strategic Management: A Competitive Advantage Approach

- Author: David, David, David
- Copyright Year: 2020
- Edition: 17th
- ISBN: 9780135637111 (eBook Purchase) or 9780135176498 (eBook Rental)

- I. Workbook(s) and/or Lab Manual: None
- J. Course Description: An application course in which some of the methods of identifying and solving business problems are applied to case studies. Emphasis is given to qualitative analysis and the application of the material and concepts taught in previous courses.
- K. College-Wide Learning Outcomes

College-Wide Learning Outcomes	Assessments - - How it is met & When it is met
Communication – Written	Experiential exercises/Assurance of Learning Exercise – Written Communication VALUE Rubric – Week 10.
Communication – Oral	
Intercultural Knowledge and Competence	
Critical Thinking	Company case discussion – Critical Thinking VALUE Rubric – Week 12.
Information Literacy	
Quantitative Literacy	

L. Course Outcomes and Assessment Methods:

Upon successful completion of this course, the student shall:

Outcomes	Assessments – How it is met & When it is met
1. Create in outline form and describe the pertinent points of any case.	Company case discussion – occurs weekly for 13 of 16 weeks (these are submitted weekly starting week 2).
2. Review the key functional areas and decision making contributions each of these areas makes to strategic decision making.	Exams/quizzes covering each chapter of the text completed prior to week 13. Company case discussion – occurs weekly for 13 of 16 weeks (these are submitted weekly starting week 2). Strategic Case Analysis Presentation during week 15. Experiential exercises assigned throughout the semester with 8 completed by week 14-these are submitted periodically starting week 2
3. Detect, describe, and define the actual cause of the case problem.	Company case discussion – occurs weekly for 13 of 16 weeks (these are submitted weekly starting week 2). Strategic Case Analysis Presentation during week 15.
4. Compile and explain the various alternatives along with accompanying positive and negative aspects that may be used to solve the case problem.	Company case discussion – occurs weekly for 13 of 16 weeks (these are submitted weekly starting week 2). Strategic Case Analysis Presentation during week 15. Experiential exercises assigned throughout the semester with 8 completed by week 14 (these are submitted periodically starting week 2).
5. Propose and defend, against criticism, the prescribed alternative chosen to solve the problem.	Company case discussion – occurs weekly for 13 of 16 weeks (these are submitted weekly starting week 2). Strategic Case Analysis Presentation during week 15.
6. Judge and provide positive criticism on any and all cases encountered, and support their opinions with fact.	Company case discussion – occurs weekly for 13 of 16 weeks (these are submitted weekly starting week 2). Strategic Case Analysis Presentation during week 15.
7. Demonstrate an ability to participate in a group presentation, and contribute to group decision-making.	Company case discussion – occurs weekly for 13 of 16 weeks (these are submitted weekly starting week 2). Strategic Case Analysis Presentation during week 15. Weekly Chapter Discussions occurring for all 9 assigned chapters (worksheets are submitted weekly starting week 2).

M. Topical Timeline (Subject to Change):

- Week 1: Case Study Analysis – Student Led Approach
- Week 2: Overview of Strategic Management
- Week 3: Strategy Formulation – Vision and Mission
- Weeks 4 & 5: Strategy Formulation – The External Assessment
- Weeks 6 & 7: Strategy Formulation – The Internal Assessment
- Weeks 8 & 9: Strategy Formulation – Strategies in Action
- Weeks 10 & 11: Strategy Formulation – Strategy Analysis and Choice
- Weeks 12 & 13: Strategy Implementation – Management, Operations, Marketing, Finance, Accounting, R&D, and MIS
- Weeks 14 & 15: Strategy Review, Evaluation, and Control

N. Course Assignments:

At a minimum, the following activities will be part of every offering of this course:

1. Textbook reading – test/quiz questions are required to cover content from the assigned text (tests/quizzes are graded).
2. Company Case Discussion – student teams are assigned individual business cases (normally one case study per team per semester) with responsibility for preparing a presentation and leading the class through the case analysis. Students not leading a class/case are to be prepared with case outlines and expected to contribute to the case analysis (assignment is graded).
3. Chapter Discussion – student teams are assigned individual chapters (normally one chapter per team per semester) with responsibility for leading class discussion of the chapter content (assignment is graded).
4. Experiential Exercises/Assurance of Learning Exercises – students are assigned 8 of these exercises from the text with the modification that the exercise, whenever possible, will be applied to the student’s group project. These assignments are submitted for grades periodically throughout the term.

These exercises will relate to:

- a. Familiarization with strategy terms by looking at a form 10K
 - b. Evaluating mission statements
 - c. External assessment
 - d. Competitive Profile Matrix creation
 - e. Financial ratio analysis
 - f. Internet search for company specific data aiding in strategy selection
 - g. Classifying strategies
 - h. SWOT Matrix creation. These assignments must be presented in a “reporting-to-a-superior” format and include explanations of all data presented (assignment is graded).
5. Strategic Case Analysis Presentation – students work with their teams to present, analyze, and make recommendations for a real company (assignment is graded).

The primary goals of this project are to:

- a. Develop experience in-group decision-making.
 - b. Provide experience in solving multi-faceted business problems.
 - c. Present findings to the class in a presentation.
6. Annotated Bibliography – each student will complete an annotated bibliography of the sources they contributed to their team’s Strategic Case Analysis Presentation (assignment is graded).

O. Recommended Grading Scale:

NUMERIC	GRADE	POINTS	DEFINITION
93–100	A	4.00	Superior
90–92	A-	3.67	Superior
87–89	B+	3.33	Above Average
83–86	B	3.00	Above Average
80–82	B-	2.67	Above Average
77–79	C+	2.33	Average
73–76	C	2.00	Average
70-72	C-	1.67	Below Average
67–69	D+	1.33	Below Average
63-66	D	1.00	Below Average
60-62	D-	0.67	Poor
00-59	F	0.00	Failure

P. Grading and Testing Guidelines:

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Q. Examination Policy:

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R. Class Attendance and Homework Make-Up Policy:

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S. Classroom Expectations:

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T. College Procedures/Policies:

Important information regarding College Procedures and Policies can be found on the [syllabus supplement](#) located at <https://sharept.ncstatecollege.edu/committees/1/curriculum/SiteAssets/SitePages/Home/SYLLABUS%20SUPPLEMENT.pdf>

The information can also be found Choose an item.