

WILLIAM PATERSON UNIVERSITY
College of Business
Department of Marketing and Management
Business Strategy and Policy
MGT 4600, Winter 2021-2022

I. PROFESSOR: Raza Mir
OFFICE HOURS: 24/7 by email.
CONTACT INFORMATION: mirr@wpunj.edu (Email)

II. COURSE DESCRIPTION AND LEARNING OBJECTIVES: This course requires senior status and is the capstone course of the undergraduate business program. It concerns strategic management and strategic planning.

The course will involve substantial online interaction, a lot of research and a great deal of writing. In short, it will make substantial demands on your time and effort. Please study this outline carefully.

Also, this is a 100% online class. All communication will be online. Please be sure to log on to your Blackboard website *at least 5 times a week*. Areas of Blackboard that need to be checked:

- Syllabus
- Course Material (class notes and readings will be posted here)
- Discussions (for class participation)
- Assignments (all assignments and tests will be posted here)

I will send all email only to your wpunj.edu accounts.

Prerequisites: MGT 2000, MKT 3100 and FIN 3200.

III. TEXT: We will not use any textbook in this course. However, there will be several readings that you will be assigned. I will be uploading some of my notes as PowerPoint slides under the "Course Material" section of your Blackboard site. In addition, you will have to read and review a book titled *Amazon Unbound: Jeff Bezos and the Invention of a Global Empire* by Brad Stone. You can either buy the book, or get it from your local library.

IV. ASSIGNMENTS AND EVALUATION:

Your performance in the course will be evaluated according to the following criteria:

Participation in discussion boards - 30% Individual write-ups - 15%	Final write-up - 25% Exam - 30%
--	------------------------------------

Participation:

This is an online class, so discussions will be on-line. You will be required to contribute regularly and substantially to the online discussion groups. Over the period of the course, I will expect you to participate at least 30 times in the discussion groups.

Exam:

We will have one test, worth 30% of your grade.

Written assignments:

I will offer you 3 written assignments. I will grade for 5 points each. The write-ups should all be 500 words pages (or less, never more), and professionally produced.

Some general guidelines on writing:

- Please spell-check your documents. I *will not* read a document that has more than 3 spelling errors.
- Adhere to prescribed space limits. Conciseness is a virtue.
- End every case analysis with *definite* prescriptions for the organization under review. Do not be afraid to take a stance.

Research Report:

Each one of you will be required to submit a 2000 word review of the 2021 *Amazon Unbound: Jeff Bezos and the Invention of a Global Empire* by Brad Stone at the end of the semester (the book can be purchased from any online bookseller). In this write-up, you will review the basic ideas in the book for 1500 words, and use the next 500 words to reflect on it, i.e. tell me why this book is useful for business students. Here, in the second half of your report, I expect you to use some insights you have derived from the course. This report will be due on the last day of the course. In the end, I will look for a professionally produced effort, and the experience will hopefully enhance your performance as a report-writer in your jobs as well.

VI. ACADEMIC INTEGRITY POLICY: In an online course, issues of academic integrity are paramount. Please do not plagiarize, cut-and-paste, or misrepresent other people's work as your own. *Especially, please do not write or submit the assignments or the book review without doing the entire reading beforehand.* The University has an obligation as an educational institution to be certain that each student's work is his/her own. Dishonesty in such academic practices as assignments, examinations, or other academic work cannot be condoned. A student who submits work that is not original violates the purpose of William Paterson University and may forfeit his/her right and opportunity to continue at the University.

