

**SYLLABUS
BUSINESS STRATEGY AND POLICY
MGT 4600, WINTER 2023-2024
WILLIAM PATERSON UNIVERSITY**

1. COURSE DESCRIPTION

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*.

2. COURSE PREREQUISITES

MGT 2000, MKT 3100 and FIN 3200.

3. INSTRUCTOR & OFFICE HOURS

Professor Raza Mir
Room 3069, Valley Road
William Paterson University
Wayne, NJ 07470
email: mirr@wpunj.edu
Phone: (973)720-3747

Office Hours:

Online, by appointment. Please consider using Navigate to make appointments.

4. STUDENT LEARNING OUTCOMES

By the end of the course, students should be able to accomplish the following:

- Analyze the main structural features of an industry and develop strategies that position the firm most favorably in relation to competition.
- Recognize the different stages of industry evolution and recommend strategies appropriate to each stage.

- Appraise the resources and capabilities of the firm in terms of their ability to confer sustainable competitive advantage and formulate strategies that leverage a firm's core competencies.
- Demonstrate understanding of the concept of competitive advantage and its sources and the ability to recognize it in real-world scenarios.
- Distinguish the two primary types of competitive advantage: cost and differentiation and formulate strategies to create a cost and/or a differentiation advantage.
- Recognize strategic decisions that present ethical challenges and make appropriate recommendations for ethical decision-making.
- Understand issues that pertain to power, coercion and structural modes of exploitation in the broader world of capitalism.

6. READINGS

All the reading will be provided online. 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.

7. MODULE MATERIAL

Each module of this course will contain a combination of the following:

- (a) Readings from the textbook and other sources.
- (b) Videos and audio files including class lectures, documentaries, news clips, etc.
- (c) Assignments for the module.

8. ASSIGNMENTS

You will be required to submit a set of 7 writing assignments for the class (such as short essays, discussion forums, and blog posts). You will be assessed on the basis of detailed rubrics that can be found on the Blackboard page for this course. Late submissions will not be graded except in the case of a documented emergency. No assignments will be offered for extra credit. Grades and feedback are typically provided within 3 days.

9. GRADING

Your grades will be determined as follows:

Exam: 30%

Assignments: 70%

The following scheme shall be used for your letter grade: A: 93-100%; A-: 90-92%; B+: 87-89%; B: 84-86%; B-: 80-83%; C+: 77-79%; C: 74-76%; C-: 70-73%; D+: 67-69%; D: 64-66%; D-: 60-63%; F: <60%. This may be changed at the instructor's discretion.

10. ACADEMIC INTEGRITY

The University has an obligation as an educational institution to ensure that each student's

work is his/her own. Dishonesty in such academic practices as assignments, examinations, or other academic work cannot be condoned. Please familiarize yourself with the university's policy on academic integrity.

All assignments submitted in this course must be your own and the ideas and contributions of others must be appropriately acknowledged, and formally cited. The use of Artificial Intelligence (AI) programs and tools (e.g., ChatGPT) in this course are at the discretion of the instructor who may use them to support your learning. Any use of AI programs or tools outside of what is permitted by the instructor and without proper attribution is a form of academic dishonesty which will result in grade penalties and will be subject to disciplinary action per the Academic Integrity Policy.

11. NETIQUETTE

This an asynchronous online class. It is a good idea to follow good communication practices and adopt a professional netiquette. You can find the links to guides on netiquette on the Getting Started page on Blackboard.

12. ACCESSIBILITY RESOURCE CENTER

It is the policy and practice of William Paterson University to promote inclusive learning environments. If you have a documented disability you may be eligible for reasonable accommodations in compliance with University policy, the Americans with Disabilities Act, Section 504 of the Rehabilitation Act, and/or the New Jersey Law against Discrimination. Please note, students are not permitted to negotiate accommodations directly with professors. To request accommodations or assistance, please self-identify with the Accessibility Resource Center (ARC), Speert Hall, Room 134 at the beginning of the semester. For more information or to register for services, contact ARC at 973.720.2853 or by e-mail at ARC@wpunj.edu.