



Ewha International Summer College

Course Syllabus

Strategic Management

Professor: Matthew A. Shapiro
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Home Univ.: Illinois Institute of Technology
Dept.: Social Sciences, Stuart School of Business

Description: This course focuses on the integrative strategic-management model, i.e. how business vision, analysis and implementation of strategies, and strategy evaluation help inform subsequent improvements in strategic management. Key theories and models of strategic management are covered, but particular attention is given to methods of strategic management assessment. Sub-topics include the international arena, environmental sustainability, and corporate social responsibility.

Objectives: By the end of this course, students will be able to:

- understand intuitively the strategic-management model;
- identify the relevant methods of implementing and assessing formulated strategies;
- implement strategies consistent with corporate social responsibility and environmental sustainability;
- write and present comprehensive case studies of individual firms.

Prerequisite/ There are no prerequisites for this class.
textbook: Required textbook: David et al.'s *Strategic Management (SM)* (17th ed.), ISBN: 0135173949.

Credits	3	Contact Hours	45
Week 1	6/25(Thu)	Overview of course and introduction to strategic management (<i>SM</i> , Ch. 1)	
Week 2	6/29(Mon)	Business vision (<i>SM</i> , Ch. 2)	
	6/30(Tue)	External assessment (<i>SM</i> , Ch. 3)	
	7/1(Wed)	Internal assessment (<i>SM</i> , Ch. 4)	
	7/2(Thu)	Exam 1 (open book)	
Week 3	7/6(Mon)	Application of strategies (<i>SM</i> , Ch. 5) Team construction for group projects	
	7/7(Tue)	Analysis of strategies (<i>SM</i> , Ch. 6)	
	7/8(Wed)	Marketing concerns (<i>SM</i> , Ch. 7)	
	7/9(Thu)	Exam 2 (open book)	
Week 4	7/13(Mon)	Strategy evaluation (<i>SM</i> , Ch. 9)	
	7/14(Tue)	Strategies – special topics, Part 1 (<i>SM</i> , Ch. 10)	
	7/15(Wed)	Strategies – special topics, Part 2a (<i>SM</i> , Ch. 11)	
	7/16(Thu)	Strategies – special topics, Part 2b (<i>SM</i> , Ch. 11)	

Week 5	7/20(Mon)	Exam 3 (open book)
	7/21(Tue)	Group project presentations Submission of group projects

Evaluation (%)	Exam 1 20	Exam 2 20	Exam 3 20	Attendance 10	Project 30
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Exams, 60% of grade (20% X 3): Exams will not be cumulative and will be open book. Possible question formats include multiple choice, completion, true/false, short answer, and essay.

Attendance, 10% of grade: Students are expected to attend every class. Students are also expected to complete reading assignments prior to class and participate in class discussions. The class is not designed as a seminar, but it inevitably becomes one when Dr. Shapiro solicits feedback from students and when students provide feedback to each other.

Project, 30% of grade (20% write-up + 10% presentation):

For this assignment, students will work in groups to conduct a comparative case study analysis. The write-up and presentation will be based on Part 6 of *Strategic Management*. Groups will be based on shared interests, and full details regarding this assignment will be provided on the first day of class.

Expectations of students:

- Assignments must be submitted on time for credit. Late assignments are not accepted.
- Typically, Dr. Shapiro responds to email within 24 hours. Please be patient.
- Laptops/tablets are allowed in class only for notetaking. Phones are never allowed.