

**York University**  
**Faculty of Liberal Arts and Professional Studies**  
**School of Administrative Studies**  
**Summer 2022**  
**AP/ADMS4900 3.0**  
**Management Policy: Part 1**

**Term: Summer 2022**

**Section: B**

**Course Director: Prof. Eytan Lasry Email: [eytan@yorku.ca](mailto:eytan@yorku.ca)**

**Class Meeting Time: Thursday 11:30am - 2:30pm**

**Office Hours: Tuesday 3-4pm**

**Location: HNE 032**

***Please note that this course requires weekly in-person attendance and learning. Classes will run at the scheduled time and place every week however the final exam will be administered online. Lectures are NOT recorded for asynchronous viewing.***

**COURSE OVERVIEW**

This course examines the challenges of the strategic management process - identifying, formulating, evaluating and implementing viable business strategies. The emphasis is on issues that affect the success of the entire organization. As such, we will view the firm as a whole, but we will draw upon, and integrate into our analysis, your understanding of the various functional areas of business and the external environment.

To increase your competence in managing the strategic process, extensive use of the case study method is employed. This allows us to practice business decision-making skills in simulated management roles. To maximize the learning experience, it is essential that all students be prepared to discuss the assigned cases. Therefore, student participation is essential for the success of this course.

In addition to learning about strategic concepts, you can expect to further develop your abilities in sizing up complex business situations and identifying the core problems or issues. You will have opportunities to analyze qualitative and quantitative data, both internal and external to the firm, and assess what implications it may hold for a firm's success. Through the case studies, you will learn to identify and evaluate existing and alternative strategies and gain the confidence to recommend specific courses of action. Finally, you will gain an understanding of the issues involved in implementing a change in strategic direction, including addressing the issue of control.

**PREREQUISITES AND ENROLMENT POLICY:**

Prerequisites: 78 credits including AP/ECON 1000 3.00; AP/ECON 1010 3.00 and AP/ADMS 2320 3.00 (or equivalent). Course credit exclusions: None. PRIOR TO FALL 2009: Prerequisites: 78 credits including AK/ECON 1000 3.00; AK/ECON 1010 3.00 and six credits in management science. Course credit exclusion: AK/ADMS 4900 3.00.

Students are personally responsible to ensure that they have the required prerequisites as stated in the course outline or in the course calendar. Students who do not have the prerequisites are at risk of being dropped from the course at any time during the course. The department will not be responsible for refunds resulting from students being dropped from a course due to a lack of the appropriate prerequisites.

Should students have any questions about enrolment policy, please contact the Office of Administrative Studies. Instructors do not handle enrolment related issues. **Due to the nature of the course, permission for late enrolment cannot be granted.**

### **REQUIRED TEXT**

**Strategic Management & Competitive Advantage: Concepts and Cases.** 6<sup>th</sup> Edition. Jay B. Barney and William S. Hesterly. Pearson, New York, NY

### **CASE STUDIES**

Students are responsible for obtaining copies of cases. Cases can be purchased through Ivey Publishing's website (<https://www.iveycases.com>).

### **RECOMMENDED READINGS:**

[Report on Business](#); [Financial Post](#); [Fortune](#); [Canadian Business](#) (Try to read at least once a week)

### **COURSE EVALUATION**

**Midterm: 30%** [in week 8 on **Saturday June 25: IN PERSON**]

**Group Work: 30%** [5% for presentation critique; 25% for the final presentation]

**Final Exam: 20%** [in the last class **on August 4: ONLINE**]

**Class Participation: 20%** [15% for weekly participation; 5% for case recommendations]

### **MID-TERM EXAM (30%)**

**The midterm exam will be administered in-person on campus.** The mid-term exam will be based on the theories, constructs and other content from the textbook and the instructor's lectures. The exam will include both multiple-choice and short-essay questions. You will be responsible for the assigned textbook readings from **Chapters 1- 5 and Chapters 7-10 (i.e. Chapters 1-10 except chap. 6), irrespective of whether the material was covered in class.** You are not responsible for the case studies. This will be an common exam for all 4900 SU sections worth 30% of your final grade that will be held on **Saturday June 25 at 10am.**

Students who miss the original midterm for medical or other legitimate reasons (such as work-related conflict) are required to notify the instructor by email within two days of the date of the scheduled exam to be eligible to write the make-up midterm.

**Please note that the weight of the midterm cannot be transferred to other grade components in this course.** Accordingly, students who have missed both original and make-up midterms will have to defer the midterm component to another term when the course is offered again.

### **GROUP WORK**

This course puts great emphasis on group work (30%) since teams are a critical feature of contemporary work design in the business world. Accordingly, students will form groups of 5 or 6 students (names of group members are to be submitted no later than Session 2), depending upon the size of the class. Groups are expected to work cooperatively to complete the group presentation exercises. Students are not allowed to switch groups after they are formed. The instructor will intervene in internal group issues only if absolutely necessary.

There are two components of group work:

**Group presentation (25%):** The purpose of the group presentation is to help students to develop case analysis and presentation skills. Therefore, all group members are required to do the presentation. Each group will be assigned one of three cases and act as a *consulting team* to develop and present the case analysis. In Sessions 9, 10 and 11 each group will do a 40-minute presentation (25-minute presentation and 15-minute Q&As) to the class. There is no prescribed format for the presentations but clarity, logic and creativity are key. The analysis should be **limited** to the case materials and no additional research is necessary or recommended. Groups are **required** to submit their presentation slides by email the day before the presentation.

**Presentation critique (5%):** The purpose of this exercise to provide you with an opportunity to share the responsibility for class learning. Specifically, for each group presentation, there will be one group who is responsible to assess the ideas and quality of the work put forward by the presenting group. Each group will have up to 10 minutes to present their assessments. Groups are encouraged to develop their own assessment criteria. Importantly, your assessment should at least include both positive aspects of the presentation (content and style) and areas for improvement. The 5% will be evaluated based on the degree of constructive feedback provided by the group. **Only group members who are present at the time of the presentation will get the credit.**

Empirical evidence shows that to achieve a high level of group performance requires effective teamwork and input from all group members. However, past experience also shows that groups are subject to the 'free rider' problem if there are no mechanisms in place to motivate group members to contribute their fair share of the work. Accordingly, individual grades for this component will be adjusted based on each student's peer evaluation score. Therefore, no later than one day after their group's case analysis presentation, each group member will be required to submit peer evaluations of their teammates using the form available on course website. The evaluations will rate the performance of other group members in each of the following categories that were selected because they represent the most important aspects of team performance:

1. **Teamwork:** Contributes to the group's overall performance and effectiveness i.e. helps draw out the best from others; helps move the group toward task completion; communicates effectively; and provides value added inputs.
2. **Initiative and Dependability:** Fulfills responsibilities on time and according to expectations of group or evaluator.
3. **Quality of Outputs:** Provides high quality and organized oral and written reports.
4. **Contribution to Knowledge and Learning:** Effectively understood, utilized, and demonstrated knowledge of course materials and added value to group skill level.

Peer evaluations that are one standard deviation above the average of the group's will be awarded an additional three (3) points. However, peer evaluations that are one standard deviation below the average of the group's will be penalized three (3) points. The example below illustrates how presentation grades will be calculated. In this hypothetical scenario, a group consists of four (4) members and receives a grade of 80% for its presentation.

	Teamwork	Initiative/dependability	Quality of output	Knowledge and learning	Average
Member 1	4	4	4	4	<b>4</b>
Member 2	4	3	2	3	<b>3</b>
Member 3	3	2	2	1	<b>2</b>
Member 4	2	0	1	1	<b>1</b>

Given that the average peer evaluation is 2.5 and the standard deviation is approximately 1.3, Member 1 will receive 83% because his/her peer evaluation is one standard deviation above the average ( $4 > 2.5 + 1.3$ ). In contrast, Member 4 will receive 77% because his/her peer evaluation is one standard deviation below the average ( $1 < 2.5 - 1.3$ ). Both Members 2 and 3 will receive 80% as their individual grades are not more than one standard deviation away from the average peer evaluation mark of 2.5.

Obviously, peer evaluations can significantly affect your individual grade so you should take them seriously. As mentioned, you are required to submit your evaluation **the day after your group presentation**. It is important to submit your evaluation on time because individual grades will be calculated two days after your presentation. Accordingly, no late submissions are accepted and you will receive a five (5)-point penalty if you fail to submit your evaluation on time.

### **Advice for Group Case Analysis Presentations**

While your presentation can be as creative as you'd like, you should at least cover the following:

1. Issue identification (what key issues/challenges does the organization face?)
2. Issue analysis (why are they important?)
3. Recommendations/Solutions and Supporting Rationale
4. Implementation/Action Plan

Please let me know in advance if you need any equipment assistance.

### **Advice for Presentation Audience**

To be a good audience, you need to (1) read the assigned case in advance and, (2) pay close attention to the group's presentation. By doing so, you will find that you can learn a great deal from the presenting groups. You will be invited to ask any questions you may have. Keep in mind that your questions need to be constructive and relevant to the presentation and course materials. Your participation in the Q&A part of the presentations is an important part of your overall class participation (see below).

### **CLASS PARTICIPATION**

Given the interactive nature of ADMS4900, the quality of the learning is the responsibility of both the instructor and students. Class participation is therefore essential to the process and is worth 20% of your final grade. **Class participation is not based only on attendance but rather on your contributions to class discussion.**

The course puts great emphasis on discussion of the course materials (both textbook and cases) so your regular input is expected. In order to actively participate in discussions, you are required to read the materials in advance. Class participation is evaluated on a regular basis so it's entirely possible that students who attend class each week but do not participate in discussions may fail this grade component.

The instructor will evaluate students' participation based on quantity and quality. Two criteria are essential to a meaningful participation that will enhance the class discussion: **comments should be both informative AND relevant.** Good quality participation is one that can stimulate in-depth, meaningful discussions. On the other hand, a repetitive comment or simply summary of the materials would be considered of modest quality. If students have any difficulty in participating in discussions, they should contact the instructor as soon as possible to discuss how to help them to engage in class discussions.

There are nine sessions starting in week 2 in which students will have the opportunity to participate in class discussions. Specifically, there are three components to class participation as follows:

**Weekly participation (15%):** This component is evaluated on a weekly basis, including lectures and case discussions. There are nine (9) sessions (starting in Session 2) in which students have the opportunity to participate in class discussions, including the three sessions with group presentations (weeks 9-11). You are required to participate in the Question and Answer (Q&A) sessions in the week of the other students' group presentations. During the Q&A sessions, you are invited to ask constructive questions to the presenting groups. Similar to participation in weekly lectures, your performance is based on the quality of the questions you ask. For each session, every student will receive a participation score according to his/her participation in both lecture and case discussions. To account for the potential errors in evaluating participation and for situations where students might have to miss a class for unexpected reasons (e.g., illness), your participation

in this component will be based on the **five (5) highest scores from the nine (9) sessions.**

**Case recommendations (5%):** The purpose of this exercise to provide groups with an opportunity to share responsibility for class learning. More specifically, each group will have an opportunity during the term to provide recommendations to a weekly case with accompanying analytical rationale. Starting in Session 3 (after the formation of the groups has been finalized), the instructor will assign a group for each week to provide their recommendations to the case for that week. Groups should make a short presentation that may include the identification of the issue, their recommendations, and accompanying rationale. Each case recommendation presentation and discussion is worth 5% and will be evaluated based on the quality and completeness of the recommendations. Presentations are limited to a maximum of 10 minutes and groups may use a maximum of five (5) presentation slides if they choose to (slides are optional and not required). **Only group members who are present at the time of the presentation will get the credit.**

### **FINAL EXAM**

The final exam is a 3-hour, open-book exam held during the final class of the term. The final is worth 20% of your final grade and will be done online and submitted via Turnitin on Moodle. The exam is a case analysis in which students are required to apply ALL knowledge and materials from the course to analyze the case and make recommendations.

## COURSE SCHEDULE

<p><b>Session 1</b> <b>May 12</b></p>	<p>Introduction  <u>Chapter 1: What is Strategy and the Strategic Management Process?</u>            Course outline review/Course Expectation/Administrative issues</p> <p>Case: <b>Introductory Note on the Case Method (Product # 9B08M085)</b></p>
<p><b>Session 2</b> <b>May 19</b></p>	<p><u>Chapter 2: Evaluating a Firm's External Environment</u></p> <p>Case: <b>The Chinese Fireworks Industry (Product # 9B11M006)</b></p> <p><b>Submission of Group Members</b></p>
<p><b>Session 3</b> <b>May 26</b></p>	<p><u>Chapter 3: Evaluating a Firm's Internal Capabilities</u></p> <p>Case: <b>Nintendo: Game On! (Product # 9B16M158)</b></p>
<p><b>Session 4</b> <b>June 2</b></p>	<p><u>Chapter 4-5: Business-Level Strategies</u></p> <p>Case: <b>Banff Aspen Lodge: Evolving the Business Strategy (Product # 9B18M126)</b></p>
<p><b>Session 5</b> <b>June 9</b></p>	<p><u>Chapter 8-9: Corporate-Level Strategies</u></p> <p>Case: <b>The Lego Group: Building Strategy (Product #9B11M086)</b></p>
<p><b>Session 6</b> <b>June 16</b></p>	<p><u>Chapter 7: Collusion; Chapter 10: Organizing for Diversification</u></p> <p>Case: <b>Tesla Inc.: Strategic Partnerships for Growth (Product #9B19M033)</b></p>
<p><b>June 23</b></p>	<p><b>NO CLASS FOR READING WEEK! 😊</b></p>
<p><b>Session 7</b> <b>Saturday</b> <b>June 25</b></p>	<p><b>MIDTERM EXAMINATION</b></p> <p>Time: 10am-12pm</p> <p><b>*** NO CLASS ON June 30! 😊 ***</b></p>

<b>Session 8</b> <b>July 7</b>	<u>Chapter 11-12: Strategic Alliances + Mergers and Acquisitions</u>  <b>Case: Foxconn Technology Group: Acquiring Sharp to Move up the Value Chain (Product #9B19M058)</b>
<b>Session 9</b> <b>July 14</b>	<u><b>Group Presentations</b></u>  Case: TBA
<b>Session 10</b> <b>July 21</b>	<u><b>Group Presentations</b></u>  Case: TBA
<b>Session 11</b> <b>July 28</b>	<u><b>Group Presentations</b></u>  Case: TBA
<b>Session 12</b> <b>August 4</b>	<b>Final Case Analysis (ONLINE)</b>  <b>Open book (3hrs) to be submitted on eClass/Turnitin</b>

**NOTE: THE INSTRUCTOR RESERVES THE RIGHT TO CHANGE THE SEQUENCE OF TEXT MATERIALS AND THE ASSIGNMENT OF CASES. IN ADDITION TO THE TEXTBOOK READINGS, ANY SUPPLEMENTARY ARTICLES ASSIGNED BY THE INSTRUCTOR WILL BE POSTED ON THE WEB SITE OR HANDED OUT IN CLASS**

## **IMPORTANT UNIVERSITY/LA&PS/SAS REGULATIONS**

There are a number of important policies that apply to all ADMS and DEMS courses. As a student in this course **it is your responsibility to carefully review, understand, and follow these regulations**. These policies cover the following topics:

- **Deferred exams**
- **Academic Honesty**
- **Grading Scheme and Feedback Policy**
- **In-Class Tests and Exams – the 20% Rule**
- **Reappraisals**
- **Accommodation Procedures**
- **Religious Accommodation**
- **Academic Accommodation for Students with Disabilities (Senate Policy)**

Complete details can be found here: <http://sas.laps.yorku.ca/students/>.

**Please review these policies immediately to ensure you are familiar with them.**