

TENTATIVE WORK SCHEDULE
MGMT 4800

Week	Date	Topic or Event	Preparation	"Hard copy" work
1	10 & 12 May	Syllabus & Review of concepts from the business core that are needed in strategy	begin reviewing "Financial Definitions and Terms as they are used in Capstone" from the course materials website	
2	17 & 19 May	The strategy-making process Closing Case (Ch 1) Chrysler p. 23-24	read Chapter 1 be prepared to explain and defend your stance on all questions	write-up question 3
3	24 & 26 May	Vision, Mission, & Stakeholders; Governance Closing Case (Ch 2) Google in China	read Chapter 2 be prepared to explain and defend your stance on all questions	write-up question 2
Begin (open) Senior Exam				In CTC
4	31 May & 2 June	NO CLASS ON Tuesday 31 May The tools of EXTERNAL Analysis	read Chapter 3	
3 - 8 June Exam 1 (Chs 1-3 and financial ratios)				In CTC
5	7 & 9 June	Blockbuster Case (p. C44 in text) e-Book CASE: Crown Cork & Seal	be prepared to explain and defend your stance on all questions buy online, read, be prepared to discuss	write-up "How attractive is the metal container industry?"
6	14 & 16 June	Building COMPETITIVE ADV from within the firm (INTERNAL Analysis) 3M Case (p. C89 in text)	read Chapter 4 Prepare a resource-based view analysis of 3M	Groups will email answer to in-class question
7	21 & 23 June	Amazon.com Case (p. C33 in text)	Come to class with a written answer for each question. Be prepared to share them & critique others' answers	Groups will email answer to in-class question
24-29 June Short Case Analysis				In CTC

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Week	Date	Topic or Event	Preparation	"Hard copy" work
8	28 & 30 June	Business-level Strategy	read Chapter 5	
		Finish Ch 5; discuss Closing Case (Ch 5) Nike	be prepared to explain and defend your stance on all questions	Groups will email answer to in-class question
9	5 & 7 July	Global Strategy	read Chapter 6	
		Case Iba	Read announced case thoroughly, apply models and principles from text, be prepared for questions to be given in class.	Groups will email answer to in-class question
8-13 July		Exam 2 (Chs 4-6)	In CTC	
16-Jul		Close Senior Exam	In CTC	
10	12 & 14 July	Corporate Strategy	read Chapter 7	
		Closing Case (Ch 7) United Technologies	be prepared to explain and defend your stance on all questions	Write-up question 1
11	19 & 21 July	Strategy implementation using change, core competencies, acquisitions, alliances	Read Chapter 8	
		e-Book CASE: Ann Taylor: Survival in Specialty Retail	Come to class with a written answer for each question. Be prepared to share them & critique others' answers	Groups will email answer to in-class question
28 Mar -9 Apr		Dean's and Alumni Office's Surveys	Online through unique links to be emailed to each student (check your spam filter)	
12	26 & 28 July	Organizational Design	read Chapter 9	
		e-Book CASE: Johnson & Johnson	Be prepared to draw on any tool / concept covered to date for in-class discussion of questions to be asked	Write-up "What kind of diversification is J&J pursuing?" (& justify your answer)
29 July-3 Aug		Exam 3 (Chs 7 - 9)	In CTC	
13 & 14	various days	Group ORAL Presentation to CEO	In time slot & location previously signed up for on Mgmt 4830 website	