

Seminar in Administrative Policy

Business Administration 478

Section: D400

Term: 2005 Summer

Instructor: Neil R. Abramson, MBA, Ph.D.

Office: WMX 4307

Times: Friday 8:30-11:20AM

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Discussion Topics: Course Objectives: This course will be taught as a case course, in the model of the Richard Ivey School of Business, with the exception of the film analysis. Students will learn industry and competitive analysis, identify key success factors, and develop performance-oriented strategies based on resource availability and resource requirement. Students will consider how managers' mental models (beliefs and understandings) affect their choice of strategies. Students will learn how to implement strategies in concrete terms. The course is based on the economic and socio-cognitive theories of strategy. The external analysis is carried out using the economic model but the strategy is dependent upon a decision maker who relies on his/her values, cognitive personality characteristics and experience.

Teaching Process: The instructor is committed to teaching strategic theory inductively through the analysis of managerial practice as illustrated by cases and films. These will be analyzed using a formal problem solving process including problem identification, decision criteria of key players, alternatives identification and analysis, decision, action plan, and evaluation of outcomes. Discussions will focus on why strategies (or tactics) are appropriate, and how to get the desired results in specific situations. Lectures will be unusual with class discussion and ad hoc in-class small group assignments the norm. Films will be announced at the first class.

Honesty: Students are expected to conform to University policies related to plagiarism.

Grading: (I = individual assignment; G= small group assignment)

- Participation in classroom discussion (I) 12.5 percent

- Participation in ad hoc classroom small group assignments (G) 12.5 percent

- Essay applying material from Simon text to analysis of a problem derived from one of two films taught in class (I) 25.0 percent

- Take home small group strategic case analyses (2x25%, or 10% and 40%).

- Analysis in groups but individually written papers (I) 50.0 percent

Required Texts: Crossan, M., Fry, J., and Killing, J. (2005). Strategic Analysis and Action, Sixth Edition, Toronto: Pearson.

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Simon, H.A. (1997). *Administrative Behavior*, New York: Macmillan. Students will also be required to obtain an additional packag

Recommended Texts:

Materials/Supplies: Students may need to rent and/or purchase a film or two for classroom assignments.

Prerequisite/Corequisite: 90 credit hours, BUS 207, BUS 312, BUS 343, and one of BUS 374 or BUS 381. Students are expected to understand the fundamental ideas and techniques taught in these classes and these materials will be assumed when students\202 work is evaluated in discussion

Notes: 1. The films, assignments and distribution of grades are subject to review by the instructor. The official plan and full syllabus will be presented in the first class, and will be finalized before the semester begins.

2. Participation is bell curved (benefiting most students). Other assignments are WYSIWYG (what-you-see-is-what-you-get).

This outline is derived from a course outline repository database that was maintained by SFU Student Services and the University's IT Services Department. The database was retired in 2014 and the data migrated to SFU Archives in 2015.