

IBH 3BB3 Organizational Strategy Strategic Management

COURSE OBJECTIVE

This course is designed to unify the functional knowledge you have gained thus far in the program. This course will also give you a working knowledge of how for-profit, social enterprises and non-profit organizations create and capture value so as to gain and sustain competitive advantage. This course will enhance your capacity to do the job of a general manager responsible for setting strategy and managing performance.

INSTRUCTOR AND CONTACT INFORMATION

Name: Candice Chow

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Class Times: Tuesday 8:30 – 11:20am

Virtual Office Hours: After Class or by Appointment

COURSE DELIVERY

ACTIVITY	DELIVERY	DESCRIPTION	TOOL(S)
Lecture Core Content	Asynch	Recorded lecture vids content(~10min. each)	Pre-recorded video content, voice over PPT via MacVideo
Readings	Asynch	Tied to weekly discussion prompts and lecture content	Readings linked in Avenue, from coursepack, and in assigned textbook
Group Discussions	Both	Synch: Breakout rooms during case study sessions to discuss case questions Asynch: Students leverage Teams or other Social Media apps to complete group assignments	Synch: Zoom Asynch: Microsoft Teams / Zoom or students' preferred mode of collaboration
Live Lectures / Case Discussion	Synch	45-min live session: opportunity to elaborate on core content, facilitate case discussion, engage discussions	Zoom
Live Guest Speakers/ Q&A	Synch	30 – 45 min virtual guest speakers/ panelists to enrich student learning. Allows for interactive Q&A	Zoom
Live games / quizzes	Synch	10 – 25 min games and quizzes to reinforce core content learning and drive student engagement	TopHat

GRADE COMPONENT	WEIGHT	DESCRIPTION
Engagement	20%	10%: In-class quizzes, reflections and other digital engagement 10%: classroom discussion participation
Midterm/Quizzes	20%	15% individual component MCQ 60 min. timed, in-class 5% group component – discussion and reflection on MCQ
Final Case Exam	35%	10% Live Case Analysis (Group) 15% Live Case Exam (Individual) 10% Presentation to Executives (Group)
Theory of Change Assignment	25%	Group Assignment 15% - Overview to Chosen Organization 5% - Local implications & applications 5% - Reflections