



## COURSE SYLLABUS

### I. Course Catalog Description

Learners synthesize and apply the knowledge gained in previous MBA courses and from examining the principles and practices for developing and implementing organizational strategies. Learners engage in a global business project, preparing and executing business strategies for a global company. *Prerequisite: Successful completion of all core MBA courses with the exception of CAPS600 - Graduate Project.*

### II. Required and Supplementary Instructional Materials

Aurick, J., Fabel, M., & Gillis, J. (2015). *The future of strategy: a transformative approach to strategy for a world that won't stand still*. New York, NY: McGraw-Hill.

CESIM. (2015). *Global challenge*. Helsinki, Finland. Retrieved from <http://www.cesim.com>

### III. Learning Outcomes

Learning outcomes describe the knowledge, skills, values, and attitudes that learners gain as the result of a particular learning experience. Southwestern College Professional Studies has learning outcomes specific to each course and each [undergraduate](#) and [graduate](#) program of study, as well as [institution-wide outcomes](#) related to the mission and vision of the college. Outcomes can help learners and instructors focus on the big picture of the learning experience and can help inform potential employers about a graduate's knowledge and skills.

Upon successfully completing this course, the learner will be able to:

- Justify the critical importance for effective competitive strategies in a global marketplace.
- Evaluate the external environment, resources, and competitive position of a global organization.
- Appraise the ethical, socially responsible, and environmentally sustainable behavior of a global organization.
- Develop an organization that is effective in the execution of its global strategies.
- Critique the outcome of an organization's global competitive strategy execution.
- Create effective competitive strategies considering internal organizational and external global market environments, and competitive performance.

At the end of the course, learners may vary in their ability to achieve these outcomes. You are more likely to achieve these outcomes only if you attend class and/or online activities as required by the syllabus, complete the requirements for all assignments to the best of your ability, participate actively in class activities and group work as directed, and study diligently for exams.

### IV. Course Policies

Students are expected to read and abide by the course policies located in the instructor-specific syllabus in the blackboard course.

### V. Course Requirements:

Requirements	Number of Assignments	Points Possible	Percent of Grade
Discussion Assignments	6	300	30%
Vision, Mission, and Core Values Analysis	1	100	10%
Competitive Strategy Analysis	1	100	10%
Mastery Group Assignment – Company Report and Presentation	1	300	30%

Requirements	Number of Assignments	Points Possible	Percent of Grade
Mastery Group and Individual Assignment – CESIM Global Challenge Simulation	1	200	20%
<b>Total</b>		<b>1,000</b>	<b>100</b>

VI. Course at a Glance:

Unit	Reading & Preparation Activities	Graded Work Due
1	<ul style="list-style-type: none"> <li>View <a href="#">CESIM Global Challenge - Introduction</a></li> <li>Read <i>Decision-Making Instructions</i> in CESIM Global Challenge Simulation</li> <li>Read <i>Case Description</i> in CESIM Global Challenge Simulation</li> <li>Read <i>Mastery Assignment - Company Report and Presentation Instructions and Grading Rubric</i> due Unit 6.</li> <li>Read <i>Mastery Assignment – CESIM Global Challenge Simulation Instructions and Grading Rubric</i></li> <li>Read <i>Graduate Discussion Grading Rubric</i></li> <li>Read Chapter 1 and 2 in <i>The Future of Strategy</i></li> <li>Read <i>Vision, Mission, and Core Values Analysis Instructions and Grading Rubric</i> due Unit 2</li> <li>Attend Introductory Collaborate Session</li> </ul>	<ol style="list-style-type: none"> <li>Discussion</li> <li>Mastery Assignment – CESIM Global Challenge Simulation Activities</li> </ol>
2	<ul style="list-style-type: none"> <li>Review <a href="#">CESIM Global Challenge - Introduction as needed while participating in the simulation</a></li> <li>Review <i>Decision-Making Instructions</i> in CESIM Global Challenge Simulation <a href="#">as needed while participating in the simulation</a></li> <li>Review <i>Case Description</i> in CESIM Global Challenge Simulation <a href="#">as needed while participating in the simulation</a></li> <li>Research strategic decision making scholarly and professional resources to assist in simulation decisions</li> <li>Read Chapter 3 and 4 in <i>The Future of Strategy</i></li> <li>Read <i>Vision, Mission, and Core Values Analysis Instructions and Grading Rubric</i></li> </ul>	<ol style="list-style-type: none"> <li>Discussion</li> <li>Mastery Assignment – CESIM Global Challenge Simulation Activities</li> <li>Vision, Mission, and Core Values Analysis</li> </ol>
3	<ul style="list-style-type: none"> <li>Review <a href="#">CESIM Global Challenge - Introduction as needed while participating in the simulation</a></li> <li>Review <i>Decision-Making Instructions</i> in CESIM Global Challenge Simulation <a href="#">as needed while participating in the simulation</a></li> <li>Review <i>Case Description</i> in CESIM Global Challenge Simulation <a href="#">as needed while participating in the simulation</a></li> <li>Research strategic decision making scholarly and professional resources to assist in simulation decisions</li> <li>Read <i>Competitive Strategy Analysis Instructions and Grading Rubric</i> due Unit 4</li> <li>Read Chapter 5 in <i>The Future of Strategy</i></li> </ul>	<ol style="list-style-type: none"> <li>Discussion</li> <li>Mastery Assignment – CESIM Global Challenge Simulation Activities</li> </ol>

Unit	Reading & Preparation Activities	Graded Work Due
4	<ul style="list-style-type: none"> <li>• Review <a href="#">CESIM Global Challenge - Introduction as needed while participating in the simulation</a></li> <li>• Review <i>Decision-Making Instructions</i> in CESIM Global Challenge Simulation <a href="#">as needed while participating in the simulation</a></li> <li>• Review <i>Case Description</i> in CESIM Global Challenge Simulation <a href="#">as needed while participating in the simulation</a></li> <li>• Research strategic decision making scholarly and professional resources to assist in simulation decisions.</li> <li>• Read Chapter 6 in <i>The Future of Strategy</i></li> <li>• Read <i>Competitive Strategy Analysis Instructions and Grading Rubric</i></li> </ul>	<ol style="list-style-type: none"> <li>1. Discussion</li> <li>2. Mastery Assignment – CESIM Global Challenge Simulation Activities</li> <li>3. Competitive Strategy Analysis</li> </ol>
5	<ul style="list-style-type: none"> <li>• Review <a href="#">CESIM Global Challenge - Introduction as needed while participating in the simulation</a></li> <li>• Review <i>Decision-Making Instructions</i> in CESIM Global Challenge Simulation <a href="#">as needed while participating in the simulation</a></li> <li>• Review <i>Case Description</i> in CESIM Global Challenge Simulation <a href="#">as needed while participating in the simulation</a></li> <li>• Research strategic decision making scholarly and professional resources to assist in simulation decision</li> <li>• Read Chapter 7 in <i>The Future of Strategy</i></li> </ul>	<ol style="list-style-type: none"> <li>1. Discussion</li> <li>2. Mastery Assignment – CESIM Global Challenge Simulation Activities</li> </ol>
6	<ul style="list-style-type: none"> <li>• Review <a href="#">CESIM Global Challenge - Introduction as needed while evaluating the simulation</a></li> <li>• Review <i>Decision-Making Instructions</i> in CESIM Global Challenge Simulation <a href="#">as needed while evaluating the simulation</a></li> <li>• Review <i>Case Description</i> in CESIM Global Challenge Simulation <a href="#">as needed while evaluating the simulation</a></li> <li>• Research strategic decision making scholarly and professional resources to assist in the evaluation of the simulation</li> <li>• Read <i>Mastery Assignment - Company Report and Presentation Instructions and Grading Rubric</i></li> </ul>	<ol style="list-style-type: none"> <li>1. Discussion</li> <li>2. Mastery Assignment – Company Report and Presentation</li> </ol>

## VII. Other Policies and Requirements

Follow this link to the Southwestern College Professional Studies [Standard Syllabus](#) in Blackboard. You may be required to log in.