

STR 428: Strategy Beyond Markets
Course Syllabus – Fall A 2021

2. Relation to Other Courses at Simon Business School

8.

12. Professionalism

Please review the Professional Standards Policy in the Simon School Student Handbook. Students are expected to demonstrate the same professional behavior in class as they would in a business setting.

Specifically...

- x Make every effort to attend each class in person. Students have a "Zoom Exemption" (i.e., explicit approval to attend via Zoom instead of in person) are permitted to attend via Zoom on courses that meet once per week and twice for courses that meet twice per week. Attending via Zoom more often than permitted may result in a reduction in your course letter grade.
- x

14. Credit-Hour Policy Adherence

This course follows the Simon credit hour policy for 2.5 credits. This course meets once weekly for 3 hours per week. In these 3 hours of synchronous class sessions per week (via Zoom), students are expected to complete approximately 1 hour per week on average of asynchronous learning activities, (e.g., videos and simulations). Please consult the course schedule below and the learning modules on Blackboard for the details related to asynchronous activities and any related assignments or assessments.

Students are also expected to supplement each hour of classroom learning activities with two hours of supplemental (e.g., class readings, assignments, and project work). Students are expected to devote 37.5 hours per credit hour earned across all activities in the course.

Course Outline and Schedule

Date	Learning Modules	Team assignments due at 10 AM on the day of class	Blackboard Quiz at 5:40 PM on the day of class
1. August 31	Foundations <ul style="list-style-type: none"> - The Nonmarket Environment - Integrated Strategy 	No	No
2. September 7	Integrated Strategy in American Politics <ul style="list-style-type: none"> - The Supply Side and Demand Side of Nonmarket Action - Types of Nonmarket Strategies - Institutions and Strategy (Pivotal Politics) 	Yes	Yes
3. September 14	Integrated Strategy in a Global Context <ul style="list-style-type: none"> - Strategies for the Cross-Border Enterprise - The CAGE Framework - Political Risk <ul style="list-style-type: none"> - Corruption - Trade Policy 	Yes	Yes
4. September 21	Integrated Strategy for Innovative Firms <ul style="list-style-type: none"> - Applying Course Frameworks to Innovative Firms - Antitrust (M&A), Integrated Strategy, and Innovation <ul style="list-style-type: none"> - <u>Guest Speaker</u>: Dave Carey, former Executive Vice President, T-Mobile - The Antitrust-Innovation Tension 	Yes	No
5. September 28	Activism and Corporate Strategy <ul style="list-style-type: none"> - Private Politics - Managing Amidst Activism 	Yes	Yes
6. October 5	Corporate Social Responsibility and Brand Activism <ul style="list-style-type: none"> - Brand Activism vs. CSR - Employee Activism - Motivations for CSR - Competing Conceptions of the Corporation - Quantifying and Assessing CSR Initiatives 	Yes	Yes
7. October 12	Managing Crises and Reputational Risk <ul style="list-style-type: none"> - <u>Guest Speaker</u>: Richard Keil, Managing Director for Global Issues Management, Accenture 	Yes	Yes
October 19, 6 PM	Cumulative Final Exam (Open Book, Remote for All Students)		

Note: Modules are subject to change, but plenty of advance notice will be provided in the event of a change.