
MOS 4410B Sections – 002/003/004/005 Strategic Management Fall/Winter 2020/21 Course Syllabus

1. Course Information:

1.1 Class Location and Time: Distance Studies/Online

The course will be taught asynchronously – there will be no “live” lectures. Lecture videos and material will be available for viewing each week on the OWL course site.

1.2 Contact Information:

Instructor: Raymond Leduc
Office: Social Science Centre Room 4305
Office Hours: Tuesday/Thursday – 10:00 a.m. to 1:00 p.m. – In Person or by Zoom
Phone: (519) 661-2111 Ext 84930
Email: rleduc@uwo.ca

DAN Department of Management & Organizational Studies strives at all times to provide accessibility to all faculty, staff, students and visitors in a way that respects the dignity and independence of people with disabilities. Please contact the course instructor if you require material in an alternate format or if you require any other arrangements to make this course more accessible to you. You may also wish to contact Services for Students with Disabilities (SSD) at 519-661-2147 for any specific question regarding an accommodation.

More information about “Accessibility at Western” is available at: <http://accessibility.uwo.ca>

2. Calendar Description

2.1 Course Description:

Identification and analysis of problems and strengths in the organizational environment, using models from the social sciences. Strategies designed to deal with organizational challenges will be explored.

Antirequisite(s): None

Prerequisite(s): Enrolment in 4th year of BMOS.

2.2 Senate Regulations

Senate Regulations state, “unless you have either the requisites for this course or written special permission from your Dean to enroll in it, you will be removed from this course and it will be deleted from your record. This decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisites.”

This regulation is in regard to the COURSES required.

Students not in BMOS are permitted to enroll in up to 1.0 MOS courses, per the Academic Timetable.

3. Textbook

There is no textbook for the course but there are a series of readings and videos for each class. It is vital that you spend the time to go through the readings and videos in detail before each class. This will help to prepare you to better participate and develop a thorough and integrated understanding of the material and concepts.

Casebook – The course will include case analysis. The printed case package is available in the bookstore and it is case package number V12025. There is an electronic copy of the casebook available as well and it is case package E12025. It can be ordered through the bookstore website. The casebook contains four cases: Southwest Airlines in 2016, PepsiCo's Diversification Strategy in 2008, Costco Wholesale in 2018 and Is One Ford Really Working.

4. Course Objectives and Format

The DAN Department of Management and Organizational Studies as a whole draws upon an evidence-based management approach. Evidence-based management is the systematic process of gathering evidence from multiple sources, critically appraising the evidence, and using that evidence in making and evaluating management decisions to improve organizational performance.

4.1 Course objectives

MOS 4410 is designed to be a challenging and exciting capstone course for students completing their BMOS degree. The course integrates much of what has been studied throughout the BMOS degree and applies it to the study of the firm as a whole.

Course format

The course will be taught asynchronously – there will be no “live” lectures. Lecture videos and material will be available for viewing each week on the OWL course site.

The approach taken is a combination of readings, case analyses, a group project, and day to day participation.

5. Learning Outcomes

Upon successful completion of the course, MOS 4410 students will be able to:

- Analyze a business and identify strategic gaps and opportunities it faces
- Interpret a wide range of quantitative and qualitative information in order to formulate strong, clear implications for the organization
- Summarize and present their ideas, comments, and insights to the rest of the class through day to day participation

A major aspect of the course involves a group report in which the students' role will be that of a consultant to a client. The students will:

- Select an industry and a company within that industry to research
- Prepare a consulting report at a level suitable for presentation to the management of the company they have selected
- Make recommendations based upon their findings

6. Evaluation

Midterm Exam – Friday February 12, 2021 – 9:00 a.m. to 11:00 a.m. (London ON time)	= 35%
Group Report (Due Friday March 26, 2021 at 6:00 p.m. London ON time) and Presentation (Due Friday April 9, 2021 at 6:00 p.m. London ON time)	= 45%
Weekly Participation	= 20%

Total = 100%

The midterm exam will be a short answer/essay format. The exam, in total, will be scheduled for 2 hours and will consist of 2 short answer questions. It will be an open book exam and you can refer to your notes and the material posted on the OWL course site.

You may use your calculator, or a program such as Excel, if you wish to include any calculations on the exam.

Although it is an open book exam and you will be able to look up information on line, you are not permitted to contact any individuals by phone, email or any other method for assistance during the exam.

Midterm Exam – Friday February 12, 2021 – 9:00 a.m. to 11:00 a.m. (London ON time) = 35%

The midterm exam will be an essay/short answer exam. It will be an open book exam and you will write and submit your exam through OWL.

Tests and examinations in this course will be conducted using a remote proctoring service, currently Proctortrack. By taking this course, you are consenting to the use of this software and acknowledge that you will be required to provide personal information (including some biometric data) and the session will be recorded.

More information about this remote proctoring service is available in the Online Proctoring Guidelines at the following link: <https://www.uwo.ca/univsec/pdf/onlineproctorguidelines.pdf>

and the Remote Proctoring at Western website at: <https://remoteproctoring.uwo.ca>.

Completion of this course will require you to have a reliable internet connection and a device that meets the technical requirements for this service. Information about the technical requirements are available at the following link: <https://www.proctortrack.com/tech-requirements/>.

This course must use proctored assessments to ensure continued accreditation by the Chartered Professional Accountants (CPA) of Ontario as well as other professional accreditation bodies. Because the size of the class precludes in-person delivery, assessments must proceed online, which in addition supports the ability of students to take the course from a remote location. Online proctoring assures students that they can write assessments on equal terms with their classmates and signals to prospective employers, graduate supervisors, and professional schools that, despite the COVID-19 pandemic, Western has endeavoured to maintain the high standards that are at the core of our degrees.

It is important for students and instructors to understand that the use of remote proctoring is not an implicit accusation of cheating, any more than use of in-person proctoring (or indeed assignment submissions tied to login credentials through OWL) would be such as statement. Rather, proctoring is employed to provide a measure of confidence – to instructors, students, and external bodies – in the integrity of a Western degree. It allows instructors to confidently assign grades, students to be assured that they can write an exam on equal terms as their classmates, and external stakeholders to understand that, despite the COVID-19 pandemic, Western has endeavoured to maintain the high standards that are at the core of our degrees.

Group Industry and Company Report, Video Presentation and Peer Evaluations* = 45%

The grade for the group report and presentation will be a group mark. That is, everyone will receive the same grade unless there are indications from the peer evaluations and/or other feedback that individual members do not deserve the same grade. In such cases, an individual's grade may be reduced.

Each group can determine how they want to do their presentation. The goal is to be as professional and effective as possible. Some groups may want to have everyone take part; other groups may want just a few to take part. Regardless, the report and presentation marks are a group mark unless it is clear from the peer evaluations that not everyone did their fair share. It is up to the group to determine who is responsible for what and whether it was done or not.

The name of the industry and company to be examined is due by **Friday January 22, 2021** by 6:00 p.m (London ON time). Each group needs to send the information to me for approval. It is first come first served in terms of the companies to be analyzed; that is, groups may not be able to analyze the same company another group has selected.

Note: The peer evaluation is considered a mandatory part of the course requirement and it must be completed by Friday March 26, 2021 at 6:00 p.m. (London ON time). If the form is not completed by this date then your individual grade on the assignment will be reduced. A late penalty will also apply if the project is not submitted by the deadline. The penalty is 5 marks/day. For example, if your original group mark was 80% and the project was submitted one day late, your adjusted mark would be 75%.

In the peer evaluation summary you will evaluate and rate your own contribution as well as the contributions of each of your teammates. It is a score out of 10. If you give someone else, or yourself, a score of 6 or lower you need to explain, in detail, why that is the case.

The evaluations are confidential and I am the only one who will read them.

The results of the peer evaluations will also be used to determine whether or not everyone in the team receives the same final report grade.

More detailed requirements for the group project and presentation are posted on the course website. A copy of the group report must be submitted through the Assignments link on the OWL course site by the deadline of Friday March 26, 2021 at 6:00 p.m. (London ON time). The individual peer evaluations must also be submitted through the Assignments link on the OWL course site by the deadline of Friday March 26, 2021 at 6:00 p.m. (London ON time). The 15 minute project presentation video must be submitted through the Assignments link on the OWL course site by the deadline of Friday April 9, 2021 at 6:00 p.m. (London ON time).

Participation**

Regular participation is a key to the success of this course and as a result, it makes up a large part of the overall grade. Participation can take many forms such as:

- answering the assignment questions
- providing relevant background information based upon personal experiences
- relating current events linked to the material being discussed
- asking relevant questions
- providing clarification of points and issues
- submitting and commenting on articles of interest relating to the course or other topical business issues
- building upon the comments that others have posted. However this does not mean just saying "I agree" or "Me too"

All of the participation will take place through the weekly Forum links. Note that once the week has passed you cannot go back and post comments in the Forum links. Only postings during the current week's class will count towards participation for that week. **The weekly Forum will open on Monday at 8:00 a.m. (London ON time) and close on Friday at midnight (London ON time) each week.**

Participation Breakdown:

Good – 14 to 20

Consistent contributions (ie 2 to 3 good posts/week) throughout the term, build upon other comments, introduce new material, articles, add insights from personal experiences or other courses, etc.

Fair – 10 to 13

Occasional contributions throughout the term, some introduction of new material or ideas, some building upon the comments of others.

Poor – 0 to 9

Minimal or no contributions throughout the term, not many original comments, material or other ideas introduced, mostly “me too” comments.

At the midpoint of the course I will give everyone some participation feedback in the form of a “Good”, “Fair”, or “Poor” comment.

Students are responsible for material covered in the lectures as well as the assigned chapters/sections in the text. Exams will not be returned to students but may be reviewed by contacting your Instructor.

Students are **REQUIRED TO COMPLETE ALL COMPONENTS** of this course. There are no exceptions to this. Extra assignments to improve grades **will NOT** be allowed.

Grades will not be adjusted on the basis of need. It is important to monitor your performance in the course. Remember: *You* are responsible for your grades in this course.

The DAN Department has a grade policy which states that for courses in the 4000 range, the class average must fall between 72% and 77% for all sections of a course taught by the same instructor. In very exceptional circumstances only, class averages outside this range may be approved by the Undergraduate Chair or Chair. Class averages are not grounds for appeal.

7. Lecture and Examination Schedule

“See Schedule on OWL”.

8. Student Responsibilities

Students should familiarize themselves with Western University Senate Regulations, please see: http://www.uwo.ca/univsec/academic_policies/index.html.

Material covered in lectures will not always be the same as material covered in the textbook. These two sources should be viewed as complimentary and not redundant. As such, students who want to do well in this course are **strongly encouraged** to attend lectures on a regular basis. Please note that the instructor will not be providing copies of lectures notes or overheads. Therefore, if you miss a lecture, you should try to obtain this material from another student.

8.1 Respect

Please act respectfully towards the classroom, the Professor and your fellow students. Acting respectfully means arriving on time, turning off phones, avoiding private discussions during lectures, refraining from viewing non-course material on your laptops, and cleaning up after yourself. Acting respectfully provides a better learning experience for everyone.

Private in-class discussions are distracting to students and the Professor. If other students are distracting your attention from the material, you should ask them to be quiet. If you feel uncomfortable doing this (or the problem persists), please see the instructor.

Late arrivals are also distracting. Please try to arrive on time for classes.

8.2 No Recording of Classes

Students are not permitted to record any portion of a class, audio or video, without the prior written permission of the professor.

8.3 Copyright Notice

Lectures and course materials, including power point presentations, outlines, and similar materials, are protected by copyright. You may take notes and make copies of course materials for your own educational use. You may **not** record lectures, reproduce (or allow others to reproduce), post or distribute lecture notes, wiki material, and other course materials publicly and/or for commercial purposes without my written consent.

9. Exam Policies

- Have student identification ready.
- Nothing is to be on/at one's desk during an exam, except your computer and any approved materials
- Students may be required to use ProctorTrack or other proctoring software.
- To ensure fairness to all students, questions will not be answered during exams.

10. E-mail Policies

The following policies apply to all emails between students and the Professor. Please respect the fact that the Professor receives hundreds of emails from students and must deal with those emails in a fair and organized manner. Unacceptable emails will receive a reply saying only "Please see Email Policies on the course outline".

10.1 UWO.CA Email Addresses Only

For privacy reasons, students must use their Western email accounts to contact the Professor. The Professor will not respond to emails from non-uwo.ca addresses (e.g. hotmail.com, gmail.com, etc.).

10.2 Subject Line Must Include Course and Section Number

The subject line of emails must contain the name or number of the course, and the section number in which the student is enrolled. The Professor teaches different courses and sections and cannot properly respond to questions if he does not know which course or section you are enrolled in.

10.3 Acceptable Emails

- questions about the course content or materials
- asking to set up an appointment to ask questions or review an exam
- notification of illness or other special circumstances
- providing constructive comments or feedback about the course

10.4 Unacceptable Emails

- questions that may be answered on OWL or on this course outline
- asking when grades will be posted
- asking what grade a student received
- asking where or when an exam is scheduled or the material covered on an exam
- requests for grade increases, extra assignments, or reweighting of course components

11. Attendance

It is expected that students will go through the weekly material including the readings and the posted lectures.

11.1 Short Absences.

If you miss a class due to minor illness or other problems, check your course outlines for information regarding attendance requirements and make sure you are not missing a test or exam. Cover any readings and arrange to borrow the missed lectures notes from a classmate.

11.2 Extended Absences.

If you are absent more than approximately two weeks or if you get too far behind to catch up, you should consider reducing your workload by dropping one or more courses. The [Academic Counsellors](#) can help you to consider the alternatives. At your request, they can also keep your instructors informed about your difficulties.

12. Grade Fairness

Fairness requires that all students be treated equally and be evaluated using the criteria set out in this course outline. The evaluation criteria are based on actual achievement and not on how hard a student has tried.

Claims by students of an excellent academic history, good attendance record, need to obtain or maintain a scholarship, desire to be admitted to Ivey or graduate school, or other personal issues, cannot be used to justify a higher grade in the course or a reweighting of course components. There is no extra work or assignments available for extra credit or to “make up” for a course component that was missed or performed poorly.

13. Posting of Grades

Midterm exam grades will be posted on OWL once the grades are available. Final exam grades and final course grades are not posted on OWL and are available once they have been posted by the Registrar under “Academic Summary” at the [Student Centre](#) website.

14. University Policy Regarding Illness

14.1 Illness

For details on University Policy and student responsibilities go to:

https://www.uwo.ca/univsec/pdf/academic_policies/appeals/Academic_Consideration_for_absences.pdf

The current Illness Policy is available here (subject to change):

https://dan.uwo.ca/undergraduate/course_information/IllnessPolicy.pdf

14.2 Make Up Examinations

The student must write a make-up exam if the regularly scheduled exam is missed for reasons for which adequate documentation is received by the instructor (this documentation must be supplied by the [Academic Counseling office](#)).

The date and time of the make-up examination will be set by the instructor, who will communicate the date to the student.

If a student is unable to meet the scheduled make-up as agreed, then the student is responsible for obtaining new accommodations from Academic Counselling, and seeking a new make-up date with the instructor within a reasonable time frame.

15. University Policy on Cheating and Academic Misconduct

Students are responsible for understanding the nature of and avoiding the occurrence of plagiarism and other academic offenses. Students are urged to read the section on Scholastic Offenses in the [Academic Calendar](#). Note that such offenses include plagiarism, cheating on an examination, submitting false or fraudulent assignments or credentials, impersonating a candidate, or submitting for credit in any course without the knowledge and approval of the instructor to whom it is submitted, any academic work for which credit has previously been obtained or is being sought in another course in the University or elsewhere. If you are in doubt about whether what you are doing is inappropriate, consult your instructor. A claim that "you didn't know it was wrong" will not be accepted as an excuse.

A copy of guidelines about how to avoid cheating can be obtained from the office of the [Ombudsperson](#), Room 3135 WSSB, (519) 661-3573, ombuds@uwo.ca.

Cheating on exams will not be tolerated; students are referred to the university policy on scholastic offenses. Looking at the test of another student, allowing another student to view your exam, or obtaining information about a test in advance are all examples of cheating.

Students found cheating will receive a zero (0%) on that exam. A number of safeguards will be employed to discourage cheating. For example, examination supervisors (proctors) of the tests may ask students to move to another seat during the exam, cover their paper, avert their eyes from other students' papers, remove baseball caps, etc. This is not meant as a personal affront nor as an accusation of cheating, rather as vigilant attempts at proctoring.

The penalties for a student guilty of a scholastic offense include refusal of a passing grade in the assignment, refusal of a passing grade in the course, suspension from the University, and expulsion from the University.

16. Procedures For Appealing Academic Evaluations

1. In the first instance, all appeals of a grade must be made to the course instructor (informal consultation).

2. If the student is not satisfied with the decision of the course instructor, a written appeal must be sent to the Undergraduate Chair: Student Affairs of the Department of Management and Organizational Studies.
3. If the response of the Undergraduate Chair is considered unsatisfactory to the student, he/she may then appeal to the Dean of the Faculty in which the course of program was taken.
4. Only after receiving a final decision from the Dean may a student appeal to the Senate Review Board Academic. A Guide to Appeals is available from the Ombudsperson's Office.

17. Support Services

17.1 Support Services

The Registrar's office can be accessed for Student Support Services at <http://www.registrar.uwo.ca>
Student Support Services (***including the services provided by the USC listed here***) can be reached at: <http://westernusc.ca/your-services/>

Student Development Services can be reached at: <http://www.sdc.uwo.ca/>

Students who are in emotional/mental distress should refer to Health and Wellness at Western University: <https://www.uwo.ca/health/> for a complete list of options about how to obtain help.

17.2 Academic Concerns.

If you are in academic difficulty, it is strongly recommended that you see your academic counsellor.