

**Commerce 4PA3
Business Policy & Strategic Management
Winter 2012 Course Schedule**

INSTRUCTOR AND CONTACT INFORMATION

Linda Stockton
Instructor
stockton@mcmaster.ca
Office: DSB #211
Office Hours: after class
Tel: (905) 525-9140 x23989
C09: Thu 11:30 – 14:20 DSB/AB103
C10: Tue 08:30 – 11:20 DSB/AB103

Peter Johnson
Instructor
johnsp@mcmaster.ca
Office: DSB #203
Office Hours: after class
Tel: (905) 525-9140 x24436
C11: Wed 14:30 – 17:20 DSB/AB103
C12: Tue 08:30 – 11:20 DSB/B107
C13: Thu 08:30 – 11:20 DSB/AB103

Peter Vilks
Instructor
vilks@mcmaster.ca
Office: DSB #209
Office Hours: after class
Tel: (905) 525-9140 x23968
C07: Thu 14:30 – 17:20 DSB/AB103
C08: Fri 14:30 – 17:20 DSB/AB103

TA's name:

Dr. Nick Bontis
Course Coordinator

TA's email:

Website: <http://www.bontis.com/4pa3.htm>

WEEK	DATE	ASSIGNMENT
1	Tue. Jan. 3 to Fri. Jan. 6	Discuss: Class Outline, Schedule, Participation, Grading, AVENUE, Courseware Discuss: Selecting team members for oral presentation Lecture: Introduction to Strategy and Strategic Process Special Guest Lecture: Jennifer McCleary – CBCD (Résumé, Cover Letter, etc.)
2	Tue. Jan. 10 to Fri. Jan. 13	Read: SAA (Strategic Analysis and Action) Chapters 1 and 2 Read: Guide to case analysis Read: HBR How competitive forces shape strategy Optional Read: HBR What is strategy?, McKinsey Core competence Lecture: Porter's 5-forces Case 1: Jay Zee at DeGroote Case 2: Visioning at Xerox Canada
3	Tue. Jan. 17 to Fri. Jan. 20	Read: SAA Chapters 3 and 4 Optional Read: HBR Why good companies go bad, Strategy as stretch and leverage Case 3: Canadian Airlines

4	Tue. Jan. 24 to Fri. Jan. 27	Read: SAA Chapters 5 and 6 Case 4: Designer Classics Class Activity: Teams to meet and discuss presentation ideas, TA to be notified
5	Tue. Jan. 31 to Fri. Feb. 3	No classes this week McMaster World Congress (Feb 1 and 2) – business attire required
6	Tue. Feb. 7 to Fri. Feb. 10	Assignment MWC: Electronic copy due at Turnitin.com (Mon. Feb. 6 @ 2:30pm) Assignment MWC: Hard copy due in DSB #203 (Mon. Feb. 6 @ 2:30pm) Read: SAA Chapters 7 and 8 Case 5: Harlequin Enterprises Class Activity: PEEST and 5 Forces analysis
7	Tue. Feb. 14 to Fri. Feb. 17	Read: SAA Chapters 9, 10 and 11 Optional Read: BQ There's a price on your head Case 6: Rehabilitation Research Centre Lecture: Special Topic
8	Feb. 20 – 25	No Classes: Mid-term recess
9	Tue. Feb. 28 to Fri. Mar. 2	Exam: Multiple Choice (open book, no cases)
10	Tue. Mar. 6 to Fri. Mar. 9	Case 7: Hyperion Aurora Trust (submit spreadsheet in class) Optional Read: HBR Why be honest if honesty doesn't pay Case 8: Fifth Column Optional Read: HBR Good managers don't make policy decisions
11	Tue. Mar. 13 to Fri. Mar. 16	Case 9: Weytjen's First Assignment Optional Read: CDI Managing and improvising, HBR When is virtual virtuous? Case Exam: Download from AVENUE on Fri. Mar. 16 @ 5:30pm
12	Tue. Mar. 20 to Fri. Mar. 23	Case Exam: Electronic copy due at Turnitin.com (Mon. Mar. 19 @ 2:30pm) Case Exam: Hard copy due in DSB #203 (Mon. Mar. 19 @ 2:30pm) Major Field Test in Business
13	Tue. Mar. 27 to Fri. Mar. 30	Oral Class Presentations: Submit slides to TA at the beginning of class