| **Georgetown University, BLS** **BLHV 2007: Strategy and Strategic Mindset****Fall 2023** |
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**Credits:** 3

**Dates:** 8/23/2023-12/04/2023

**Location**: Georgetown University School of Continuing Studies (SCS) utilizes the Coursera platform for this course. As an online course, all course content will be provided and exchanged on the Coursera platform.

**Instructor:** Patricia Grant

**Teaching Assistant(s):** Add names

**Contact Information:** [bls-support@georgetown.edu](mailto:bls-support@georgetown.edu)

*Note: This mailbox is monitored on a frequent and ongoing basis. Please use this email address for all technology and course-related questions, and your inquiry will be directed to the appropriate person.*

**Office Hours:** Faculty and Teaching Assistant office hours are by appointment. Please message the instructor or teaching assistant in Coursera to arrange an appointment.

| **Course Description** |
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This course is an introduction to strategy and the strategic mindset for business. We will learn the basics of strategic management, which provides tools to help a business answer the following two questions: Where should we compete? How should we compete? At the same time, we will focus on the fundamentals of game theory, which provide mathematical tools for analyzing strategic environments so as to determine the best strategies. In addition, students will consider strategy from a philosophical point of view, and investigate the epistemology and ethics of competing in strategic environments.

Please note: The materials provided or made available to students enrolled in this course, including documents, images, audio, and video materials made available to you, are protected by copyright law. You may use those copyrighted materials only in connection with your work in the course. Any other use of those materials, including any further copying, distribution, or dissemination of the materials, is prohibited by law.

| **Course Learning Objectives** |
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By the end of the course, you will be able to:

1. Analyze the foundational concepts of strategic management to develop ethical and effective business strategies.
2. Apply the techniques of strategic management to analyze a competitive business environment.
3. Apply the techniques of strategic management to construct a strategy for competing in a business environment.
4. Explain the foundational concepts of game theory and their relevance to strategic decision-making in a business context.
5. Employ key strategic decisions in an ethical manner to effectively address business challenges and opportunities, while critically evaluating the interests of all stakeholders involved.
6. Evaluate epistemological and ethical philosophical issues related to interaction and strategy to enhance the ability to make informed and ethical strategic decisions in a business setting.
7. Present information clearly for diverse audiences in a clear and ethical way through appropriate forms and media.

| **Required Materials for Purchase** |
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You will need to purchase the following materials in the HBR Coursepack: <https://hbsp.harvard.edu/import/1069255>

* Module 3 Simulation: Strategy Simulation: The Five Forces
* Module 9 Simulation: Value Chain Simulation
* Module 11 Simulation: Project Management Simulation: Scope, Resources, Schedule V3

All other materials will be provided to you on the Coursera platform:

1. Paasch, JT. (2020). Strategic Management Handbook *(free reader available on the Coursera Site)*
2. Paasch, JT. (2020). Elementary Game Theory *(free reader available on the Coursera Site)*
3. Till Grüne-Yanoff, “Game Theory.” Internet Encyclopedia of Philosophy. <https://www.iep.utm.edu/game-th/> *(free online)*
4. Bruno Verbeek and Christopher Morris, “Game Theory and Ethics” (selections). SEP. <https://plato.stanford.edu/entries/game-evolutionary/>

| **Overview of Course Structure** |
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This course consists of 13 modules plus the orientation module which are taken over a 15-week term. Each module length is either one week or multiple weeks as designated in this syllabus.

| **Assignments** |
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Your course grade will be based on your completion of the following activities and assignments. You will read full details about each of them in the Coursera course. Each assignment category will be weighted according to the percentages below.

| **Game Theory Discussion Posts** | **25** |
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| **Simulation Assignments** | **25** |
| **Strategy Portfolio / Paper** | **20** |
| **Game Theory Peer Reviews** | **10** |
| **Simulation Peer Reviews** | **10** |
| **Quizzes** | **10** |
| **TOTAL** | **100%** |

#### **Submission Policy**

Submit all assignments to the Coursera course site. **Assignments submitted through email are not acceptable** and will be considered missing/and or late. Please also retain a personal copy of all assignments submitted until the end of this course is complete and you’ve received your final grade.

#### **Late Work Policy**

Students are expected to submit their assignments by the time on the date indicated on Coursera and the syllabus. Please contact the instructor at least 3 business days in advance if you know that you are going to be late or miss an assignment due date. The instructor will review late submission requests and circumstances on a case-by-case basis and will make a determination if an extension is warranted. Prior notice will provide time for discussing and identifying an alternative due date (if the extension is warranted). If the extension is granted, the instructor can deduct up to 10% of the grade of the assignments submitted late and limit the extension to a maximum of 7 days. If an assignment that has been given an extension is not handed in by the time the allotted extension time has elapsed, it will receive a zero.

#### **Statement on AI Use**

You may not submit any work generated by an AI program as your own. If you include material generated

by an AI program, it should be cited like any other reference material. Failure to do so constitutes a

violation of academic integrity. Instances of suspected plagiarism or other forms of academic dishonesty

will be dealt with under the Georgetown Honor Code.

Additionally, students should note that the material generated by these programs may be inaccurate,

incomplete, or otherwise unreliable. Students should be aware that the misuse of AI may also stifle

independent thinking and creativity, as well as limit their capacity to learn independently in this course.

Please engage with these resources responsibly, and with integrity.

#### **Instructor Feedback/Turnaround**

If you have a concern and send me a message, you can expect a response to your email within 3 business days. Please allow 4-7 business days for assessment submission feedback.

| **Grading** |
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Each type of assignment has a detailed grading rubric that you will reference as you complete your assignments. I will grade all of your work using these rubrics.

A: 93% to 100%

A-: 90% to 92%

B+: 87% to 89%

B: 83% to 86%

B-: 80% to 82%

C+: 77% to 79%

C: 73% to 76%

C-: 70% to 72%

D+: 67% to 69%

D: 63% to 66%

F: 62% and below

| **Time Commitment** |
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Online courses meet the same academic standards as on-campus courses. Each week is equal to the same level of participation, commitment, and academic rigor as a face-to-face class. For a 15-week, 3-credit course, you should allocate *6-10 hours per week*. For a 13-week, 3-credit course, you should allocate *8-12 hours per week*.

| Weekly Schedule |
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All assignments are due by the Sunday of the week of the module at 11:59 PM US Eastern Time, unless otherwise stated. **Initial postings for all discussions are due by Friday 11:59 PM US Eastern Time.**

\*Synchronous Class Session - This refers to a series of six (6) optional class sessions that are conducted in real-time, allowing students to actively participate and engage with their instructor and fellow classmates. These sessions provide supplementary learning opportunities beyond regular coursework.

| Date | Module | Assignments Due |
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| **Week 1** | **Module 1: Strategic Management & Set Theory**  \*Synchronous Class Session | 1. Pre-Quiz 2. Post-Quiz |
| **Week 2** | **Module 2: External Analysis I & Normal-Form Games** | 1. Simulation Assignment 2. Game Theory Discussion |
| **Week 3** | **Module 2: External Analysis I & Normal-Form Games** | 1. Applied Strategies Responses Discussion |
| **Week 4** | **Module 3: External Analysis II & Dominance** | 1. Quiz (Modules 1-2) 2. Simulation Assignment 3. Simulation - Peer-Review 4. Game Theory Discussion |
| **Week 5** | **Module 4: External Analysis III & Dominance II**  \*Synchronous Class Session | 1. Simulation Assignment 2. Game Theory Discussion 3. Presentation Pods *(not graded*) |
| **Week 6** | **Module 5: Internal Analysis & Nash Equilibrium**  \*Synchronous Class Session | 1. Quiz (Modules 3-4) 2. Game Theory Discussion 3. Applied Strategies Responses Discussion 4. Presentation Pods *(not graded*)   Begin Strategy portfolio |
| **Week 7** | **Module 6: Internal Analysis II & Dynamic Games** | 1. Simulation Assignment 2. Game Theory Discussion |
| **Week 8** | **Module 7: Internal Analysis III & Dynamic Games II** | 1. Quiz (Modules 5-6) 2. Applied Strategies Responses Discussion |
| **Week 9** | **Module 8: Differentiation Strategies & Sequential Rationality I** | 1. Game Theory Discussion   Continue Strategy portfolio / paper |
| **Week 10** | **Module 9: Differentiation Strategies & Sequential Rationality II**  \*Synchronous Class Session | 1. Quiz (Modules 7-8) 2. Simulation Assignment 3. Game Theory Discussion 4. Applied Strategies Responses Discussion 5. Simulation Peer Review 6. Presentation Pods *(not graded*) |
| **Week 11** | **Module 10: Best-Cost Strategies & Multistage Games** | 1. First vs. Late Discussion 2. Game Theory Discussion |
| **Week 12** | **Module 11: Offensive & Defensive Strategies & Philosophy**  \*Synchronous Class Session | 1. Quiz (Modules 9-10) 2. Simulation Assignment 3. Game Theory Discussion 4. Applied Strategies Responses Discussion 5. Presentation Pods *(not graded*) |
| **Week 13** | **Module 12: Expanding Scope Strategies & Ethics** | 1. Critique Business Strategy Assignment 2. Draft Strategy Portfolio |
| **Week 14** | **Module 13: Final Assessment**  \*Synchronous Class Session | 1. Final - Strategy Portfolio / Paper |

| **Course Policies** |
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The course will follow SCS Course Policies in the following areas:

Attendance Policy

Citation Policy

Communication Policies

The Honor Pledge

Netiquette And Classroom Guidelines

Incomplete and Withdrawal Policies

Accommodation Policy

Technical Requirements

Student Support and Help

You can review these policies and other student resources in the Orientation Course.