

MGMT 201 Principles of Management  
 Matthew C. McCabe  
 689-7256 Work  
 224-1181 Cel

Wells College  
 mmccabe@wells.edu  
 mmccabenmc@verizon.net

Textbook: Hill and Jones, Strategic Management, 7th edition (Houghton Mifflin)

<u>Dates</u>	<u>Chapters</u>	<u>Topics</u>	<u>Assignments</u>
9/1	1	"Strategic Leadership"	Prepare Case 1: Brown-Forman Wine Estates, Read Chapter 2 and Case 2: Welch Foods Inc.
9/8	1 & 2	Case Discussions: Brown-Forman Wine Estates, Welch Foods Inc.	Read Chapters 3 & 4, Prepare Case 3: The Global Automobile Industry in 2004"
9/15	3 & 4	Case Discussions: Welch Foods, Inc.; The Global Automobile Industry in 2004	Read Chapter 5, Prepare Case 4, "Toyota: Origins, Evolution, and Current Prospects"
9/22	4	Case Discussion: Toyota: Origins, Evolution, and Current Prospects	Read Chapter 6, Prepare Case 5, "General Motors in 2005"
9/29	5	Case Discussion: General Motors in 2005 <b>Take Home Test: Chapters 1-5</b>	Take home exam, Prepare Case 6, "The Comeback of Caterpillar, 1985-2002"
10/6	<b>Exams Due</b>	<b>Take Home Test Due</b> , Case Discussion: The Comeback of Caterpillar, 1985-2002	Read Chapters 7 & 8, Prepare Case 7, "Huawei Technologies Co., Ltd."
10/13	Fall Break	<b>Fall Break: No Class</b>	.
10/20	7 & 8	Case Discussion: Huawei Technologies Co., Ltd.	Read Chapter 9, Prepare Cases 8 & 9, "The Home Video Game Industry: From Pong to Halo 2," "Satellite Radio: XM Versus Sirius"
10/27	8 & 9	Case Discussions: The Home Video Game Industry: From Pong to Halo 2, Satellite Radio: XM Versus Sirius	Read Chapter 10, Prepare Case 10, "Strategic Inflection: TiVo in 2003 (A)
11/3	10	Case Discussion: Strategic Inflection: TiVo in 2003 (A)	Read Chapter 11, Prepare Case 11, "The Music Industry in the Age of the Internet: From Napster to Apple's iPod"
11/10	11	Case Discussion: The Music Industry in the Age of the Internet: From Napster to Apple's iPod	Read Chapters 12 & 13, Prepare Case 12, "Staples," read case 13, "Gap International: A Specialty Apparel Retailer"

<u>Dates</u>	<u>Chapters</u>	<u>Topics</u>	<u>Assignments</u>
11/17	<b>Exam</b>	Case Discussion: Staples	
11/24	<b>Exams Due</b> 13	<b>Take Home Test Due</b> , Chapter 13, Case Discussion: Gap International: A Specialty Apparel Retailer	Read Chapters 14 & 15, Prepare Case 14, “Charles Schwab”
12/1	14	Case Discussion: Charles Schwab	Read Chapter 15, Prepare Case 15, “Li & Fung -- The Global Value Chain Configurator” Homework as assigned.
12/8	15 <b>Final Exam Evaluations</b>	Case Discussion: Li & Fung -- The Global Value Chain Configurator <b>Take Home Final on All Chapters: Due by 12/15. Exams can be emailed, sent by campus mail, or mailed to my home (P.O. Box 921, Jordan, NY 13080-0921). Evaluation Forms</b>	

Grading: Test 1: 25%  
Test 2: 25%  
Class Participation/Assignments: 20%  
Final Exam: 30%

- Notes:
- 1) Please read the assigned chapters and prepare the assigned cases. Attendance and participation count.
  - 2) My office is in Macmillan 304A, which is off the Social Sciences Lab (312). I share this space with two other Instructors. To get to Macmillan 304A, you need to walk down to the end of the hall in the North end of Macmillan and then proceed into and through room 312. At this point, I have no specific office hours, but I am teaching MGMT 153 7:00 to 9:00 on Mondays, and will generally be available as needed before and after that course. You can always e-mail me with any questions or to set up a time to meet.
  - 3) Case study preparation is outlined in the text, pages C1 through C6. I may use the written case study framework outlined on pages C6 through C11 on exams.
  - 4) My website on Aurora is <http://aurora.wells.edu/~mmccabe/> . I will be posting questions to address for each case on the Management 201 section of the website on the Saturday morning before class. Read the materials before you answer the questions, and either print out the questions with your answers written in or outline your answers to the case questions. I will not be collecting your case analyses every week, however, I will collect your answers to the questions at various times at my discretion.