

## Homework: Teaching and learning a “Strategy Detail”

wayne.smith@csun.edu

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**Course:** BUS 497a

**Title:** Capstone: Strategic Management (3 units)

“The best CEOs that I know are teachers, and at the core of what they teach is strategy.”  
---Michael Porter (1947-)

“No one learns as much about a subject as one who is forced to teach it.”  
-Peter Drucker (1909-2005)

### Goal:

This homework is similar to our earlier homework where each student told the “story of a strategy” for a firm or organization. There are two main differences from that homework: 1), rather than the focus being on a *firm*, I want you to focus on specialized, advanced *topic* (i.e., theory, concept, or idea) from your major, and 2), rather than a written deliverable, I want you make a brief, in-class presentation. No professional, manager, or executive can “know it all”. Strategy thinkers must be life-long learners. Also, one aspect of earning your “seat at the strategy table” is learning how to teach an unique, advanced, and important concept to individuals who may need that concept at some point to assist in strategy process.

### Objective:

Choose a topic from an upper-division course (core or elective) from your major. Do *not* choose a core course that other Nazarian Business students have taken such as FIN 303, MGT 360, MKT 394, or SOM 306. This topic should be one that you believe others should know and learn to assist with an organization’s strategy. Also, choose a topic on a subject for which you have a deep, abiding interest. A passion for the subject matter and context is crucial for both teaching the topic and helping the audience with actionable strategic thinking.

*Do not* select a theory, concept or idea from our BUS 497a class, including from your case presentation. Also, if you study with a teammate, each person should choose a *different* theory, concept, or idea.

You have a maximum of five (5) minutes or your presentation, including Q&A.

You can have a maximum of five (5) Powerpoint slides. **Upload your slide desk to the appropriate Assignment location in Canvas no later than one hour before the beginning of class.** Unlike other assignments in this course, there is no in-class submission of any kind.

The following are some sample ideas, questions, or issues that you may wish to use in your presentation. However, the exact detail of your slides is entirely up to you. Also, there are sample times for each question below, but these are only rough guidelines. Bottom line: *other* majors need to understand an advanced topic (that you know but they probably don't know) from a course that *they didn't take*.

- Q1. (15 seconds) Introduce *yourself* and identify your *major*.
- Q2. (30 seconds) What is a summary of the *theory, concept, or idea* that you believe the class should know something about or learn (you'll add more detail later)?
- Q3. (15 seconds) Which *core or elective course* (title or description, not just number) from your major did you learn this topic in?
- Q4. (30 seconds) Why did you *select* this theory, concept, or idea? That is, what is its *visceral appeal* to you?
- Q5. (30 seconds) How does the theory, concept, or idea *build upon something* from a prior upper-division core course (i.e., FIN 303, MGT 360, MKT 304, or SOM 306)?
- Q5. (60 seconds) Briefly provide the *key elements* of the *theory, concept, or idea* (in more detail than Q2).
- Q7. (60 seconds) How might this theory, concept, or idea *be helpful in the strategy formulation or execution process*?
- Q8. (60 seconds) Questions and Answers.

**Length:**

As already indicated, you have a maximum of five (5) minutes for your oral presentation and you can have a maximum of five (5) Powerpoint slides.

**Performance Measurement:**

The maximum number of points for content on this exercise is 1 (participation points).