

OMBA 6975 - Business Policy and Strategy

Summer 2026 Syllabus, Section A05, CRN 30299,

Credit hours: 3

Instructor

Omer Genc

Professional Qualifications:

PhD: Strategic Management/International Business, Temple University

Master of Science: Finance, University of Illinois at Urbana-Champaign, IL

Bachelor of Science: Business Administration, Middle East Technical University, Turkey

Associate Professor

Email: ofgenc@ysu.edu

Office: 3356

Office Phone: 3309413271

Course Description

6975. Business Policy and Strategy. Strategy involves thinking at the enterprise level. Successful strategy design and implementation requires a holistic understanding of the threats and opportunities in the firm's external environment, and of its internal resources and capabilities. It also requires a synthetic view on how the firm integrates functional activities and cross-functional business processes. This course is designed to develop such an integrative view of the firm and its environment, along with appropriate analytical skills. Prereq.: OMBA 6923, OMBA 6944, graduate standing, and admission to the OMBA Program or permission from the MBA Program. 3 s.h.

Course Readings

Group	Title	Author	ISBN
Required	Strategic Management, 6th Edition.	Frank T. Rothaermel	9781264124312
Required	Capsim (Simulation)		

Week / Module 1 (Recommended Resources)

What is Strategy (Porter, M.).

A Plan Is Not a Strategy (HBR)

What Is Strategy? It's a Lot Simpler Than You Think (HBR)

Week / Module 2 (Recommended Resources)

How to Make Strategic Trade-Offs

The Competitive Advantage: Creating and Sustaining Superior Performance

Blue Ocean Strategy

Week / Module 3 (Recommended Resources)

The Five Competitive Forces That Shape Strategy

The Five Forces

Week / Module 4 (Recommended Resources)

Competing on Resources

The Core Competence of the Corporation

Week / Module 5 (Recommended Resources)

Four Logics of Corporate Strategy

The Power of Strategic Fit

Week / Module 6 (Recommended Resources)

Fit Control Systems to Your Managerial Style

Why Every Executive Should Be Focusing on Culture Change Now

Retaining the Best of Your Culture Amid Organizational Change

Week / Module 7 (Recommended Resources)

Demystifying Strategy: The What, Who, How, and Why

The course readings are subject to change in the event of extenuating circumstances, research developments, current events, and/or to ensure better learning.

Tentative Schedule

Week of	Reading(s)	Proposed Topic	Due/To Prepare for Class
6/29	Chapter 1 - Textbook Chapter 2 (only Section 2.2) Capsim User Guide and Other Resources	What is Strategy?	Introductions Team Preference Survey Quiz 1 Capsim Registration Capsim Training and Quizzes
7/6	Chapter 6 (Textbook)	Business Strategies	Capsim Practice Round 1 Capsim Practice Round 2 Capsim Practice Round 3 Quiz 2
7/13	Chapter 3 (Textbook)	External Analysis	Quiz 3 Mission & Strategy Assignment Capsim Competition Round 1
7/20	Chapter 4 (Textbook)	Internal Analysis	Quiz 4 Capsim Competition Round 2 Capsim Competition Round 3
7/27	Chapter 8 (Textbook)	Corporate Strategy	Quiz 5 After Action Review Capsim Competition Round 4 Capsim Competition Round 5
8/3	Chapter 11 (Textbook)	Organizational Design	Quiz 6 Capsim Competition Round 6 Capsim Competition Round 7
8/10		Course Wrap Up & Overview	Final Reflection Report Course Evaluations

The course schedule, policies, procedures, and assignments in this course are subject to change in the event of extenuating circumstances, by mutual agreement, and/or to ensure better learning.