

## **A. B. Freeman School of Business**

### **Course and Faculty Listings**

#### **STRATEGY AND ENTREPRENEURSHIP**

##### **Professors**

Scott Cowen, DBA, George Washington University, 1975;  
President, Tulane University.

##### **Associate Professors**

Laura Cardinal, PhD, University of Texas at Austin, 1990.

Gerard E. Watzke, PhD, Stanford University, 1972.

##### **Assistant Professors**

Raja Roy, PhD, University of Pittsburgh, 2003.

Alexander Sleptsov, PhD, University of Michigan, 2004

##### **Clinical Professors**

James Biteman, DBA, Harvard University, 1979.

John Burrows, PhD, Tulane University, 2002.

John B. Elstrott Jr., PhD, University of Colorado at Boulder, 1975.

Jovan Grahovac, PhD, UCLA, 1995.

#### **STRE 301 Strategic Management**

Prerequisite: MATH 114, ACCN 201, ISPM 301, FINE 301

In STRE 301 students will learn the “big picture,” become familiar with the enterprise of business, and learn the language of business. Strategic Management encompasses a series of interrelated steps in which organizational members analyze the environment in which the organization operates, decide on strategies to enhance firm competitiveness, put those strategies into action, and constantly evaluate and modify those strategies as needed. A company’s strategy is its “game plan” for achieving the organization’s goals. The strategic management process begins with strategic planning, the process of gathering and analyzing information from the environment and deciding on the organization’s mission, goals, objectives, strategies, and action plans. This case-based course stresses environmental and industry analysis, strategic profiling and formulation, and problems in strategy implementation. In

STRE 301, students assume the role of the practicing general manager, developing a capacity to propose, argue, and implement appropriate strategies.

#### **STRE 410 Corporate and Cooperative Strategy**

Prerequisite: STRE 301

In STRE 410 students integrate knowledge from the different functional areas and evaluate strategic decisions in a corporate context. This case-based course emphasizes alternative modes of organizing transactions across businesses (i.e., multidivisional corporate structure, alliances, networks) and covers topics such as economies of scope in high technology companies, international issues in alliances, common managerial problems in mergers and acquisitions, and financial valuation of diversified firms. Students work individually and in teams on a major project.

#### **STRE 412 The Management of Technology and Innovation**

Prerequisite: STRE 301

Technology, innovation, and entrepreneurship are among the most frequently used terms in today's business environment. We are bombarded by products and technologies that are changing the ways we live and work, but how do we analyze the processes that bring them to market? What exactly is technology? What forces shape its evolution? What roles do strategic alliances, standards, and intellectual property play in forecasting? How should we create product development teams? How should we create organizations that foster innovation? What is the role of creativity in the development of new technologies? These are some of the topics that are covered in this course.

#### **STRE 413 Environment, Society, and Capitalism**

Prerequisite: STRE 301

This course takes a strategic planning perspective to investigate environmental management issues in the context of assessing and responding to competitive and social forces. This course examines a serious challenge to corporations competing in the global economy: How to maximize profitability and production in such a way that will allow the planet to support operations indefinitely. Emphasis will be on the company's ability to use both traditional management concepts and new sustainability practices to build and sustain a competitive advantage. Students will learn how an enterprise can meet sustainability goals while still fulfilling its financial and market objectives.

**STRE 455 Internship**

Freeman School majors may elect to do a strategy and entrepreneurship internship that will appear as a one-credit, 400-level course on their transcripts; however, the credit does not apply towards the 122 minimum hours required for a BSM degree. The purpose of the internship must be to apply (within an ongoing business organization) the intellectual capital obtained from first-through third-year courses of the BSM program. Before registering for this course, the student must present a proposal describing how the proposed internship will meet the stated objectives and how the student will demonstrate that the objectives have been met. This proposal must be approved by the instructor before course registration. The student is responsible for locating the firm and arranging an internship position. This course is normally offered only during the summer and fulfills the “curricular practical training” option for students with F-1 visa status.

**STRE 457 Service Learning Internship**

Freeman School majors may elect to do a strategy and entrepreneurship service-learning internship that meets the Newcomb-Tulane College public service requirement for graduation; however, the credit does not apply towards major requirements for a BSM degree. Interested students should consult with their academic advisers.

**STRE 460 Strategic Consulting**

Prerequisite: STRE 301

Enrollment limited to students with senior standing.

A strategic management consultant provides strategic guidance, tactical advice, and implementation support to senior managers in industry and government. Students in this course will learn to make value propositions that reflect their clients’ goals and maximize their clients’ competitive potential. Topics include industry analysis, consulting skills development, consultant-client relationships, stages of consulting (contracting, data collection and diagnosis, feedback and the decision to act, developing client commitment, implementation, results, and accountability), ethics in consulting, and differences between internal and external consulting. Students will learn to understand resistance and manage meetings; they will study project management and the management of consulting firms.

**STRE 461 Managing New Venture Creation**

Prerequisite: STRE 301

Enrollment limited to students with senior standing.

Entrepreneurs are concerned with the relentless pursuit of opportunities in the marketplace. This course explores the key characteristics of entrepreneurs and the entrepreneurial process. The course provides students with the concepts, techniques, and skills needed to manage the entrepreneurial process and face the challenges of entrepreneurial companies. By the conclusion of this class students should understand their potential roles as entrepreneurs and have gained a "real-world" orientation to the entrepreneurial process of conceiving and implementing an idea for a new venture.

**STRE 490 Strategy Integration Capstone**

Prerequisites: All BSM core courses.

Enrollment limited to students with senior standing, with priority given to graduating seniors.

In STRE 490 students will pull together and integrate the knowledge, skills, and concepts acquired from the core classes and majors in the Bachelor of Science of Management degree. Students will examine the problem of making strategic business decisions through the prism of each of the functional areas and see how they must be pulled together in a coherent whole. A current business event will be examined and analyzed as part of this experience.