



Shih Chien University
STP Program (Dec 18-Jan 14)
BUS 250 Organization and Strategy
Course Outline

Course Code: BUS 250

Instructor: Dr. Victor Y. Lian

Home Institution: Lynn University

Office Hours: TBA

Email: vlian@lynn.edu

Credits: 4

Class Hours:

This course will have 144 class hours, including 50 lecture hours, professor 30 office hours, 20-hour TA discussion sessions, 10-hour review sessions, 34-hour extra classes.

Prerequisites: N/A

Course Description:

BUS 250: Organization and Strategy explores the intersection of organizational structures and strategic management. This course focuses on how organizations can leverage economic principles and strategic frameworks to create, capture, and sustain value. Through the study of behavioral economics, market exchanges, and organizational architecture, students will gain insights into designing effective strategies that align with organizational goals. The course includes in-depth discussions and case studies to help students apply theoretical concepts to real-world scenarios.

Academic Inquiry: Shih Chien University
Disclaimer: Course schedule is subject to change.



Learning Objectives:

By the end of this course, students should be able to:

1. Understand the behavioral foundations of economic decision-making within organizations.
2. Analyze strategies for creating and capturing value using economic and strategic frameworks.
3. Evaluate the effectiveness of different organizational structures in achieving strategic objectives.
4. Apply principles of incentive compensation and performance evaluation to drive organizational success.
5. Develop strategic insights through the application of game theory and organizational architecture concepts.

Required Course Materials:

Textbook: Brickley, Smith, Zimmerman, Managerial Economics and Organizational Architecture, 7th edition, McGraw Hill Education.

ISBN: 978-0-07-352314-9

Supplementary Materials: Harvard Business Review cases, Wall Street Journal articles.

Grading & Evaluation:

Weekly Assignments: 40%

Case Analysis: 30%

Final Exam: 15%

Course Reflection and Discussion: 15%

Academic Inquiry: Shih Chien University
Disclaimer: Course schedule is subject to change.



Grading System (1 ~ 100):

Quality Points	Grade	Percentage %
4	A	80-100
3	B	70-79
2	C	60-69
1	D	50-59
0	E	0-49

Course Schedule:

Week 1: Behavioral Foundations and Market Exchange

- Chapter 2 - Economists' View of Behavior
- Chapter 3 - Exchange and Markets
- Discussion: Explore behavioral economics' impact on decision-making within organizations.

Week 2: Strategic Creation and Capturing of Value

- Chapter 8 - Economics of Strategy: Creating and Capturing Value
- Chapter 9 - Economics of Strategy: Game Theory
- Case Study: Delve into case studies involving game theory applications in business strategies.

Week 3: Designing Effective Organizational Structures

- Chapter 11 - Organizational Architecture
- Chapter 12 - Decision Rights: The Level of Empowerment
- Discussion: Discuss the correlation between organizational architecture and operational efficiency.

Academic Inquiry: Shih Chien University
Disclaimer: Course schedule is subject to change.



Week 4: Incentives and Evaluation

- Chapter 15 - Incentive Compensation
- Chapter 16 - Individual Performance Evaluation
- Discussion: Analyze the effectiveness of different incentive and performance evaluation systems in achieving organizational goals.

Academic Policies:

Late Submissions: Late assignments will incur a deduction of 10% per day unless prior arrangements have been made with the instructor.

Academic Integrity: Academic dishonesty will not be tolerated and may result in a failing grade or further disciplinary action.

Students are permitted to use AI tools to assist in their learning and assignments. However, it is essential that students understand that they are fully responsible for ensuring the accuracy, originality, and integrity of their work. While AI can be a valuable resource for generating ideas, providing explanations, and assisting with writing, students must critically evaluate and verify any information produced by AI tools. Plagiarism, including the uncredited use of AI-generated content, will not be tolerated, and all work submitted must be the student's own. Proper attribution should be given where AI tools have been used in the completion of assignments.