

SMS Strategy Teaching Community (Track T)

2012 – PROGRAM – October 7 – 9, 2012

Chair: Paul Friga, Program Chair: Jay Dial, Associate Program Chair: Margaret Cording

Mission: *To improve the teaching effectiveness of SMS members through high impact sessions*

Vision: *To be widely recognized for quality programming and engage over 300 members per year*

Priorities: *Designing lively and relevant sessions, involving award winning faculty, and reaching many SMSers*

Sunday Teaching Community Reception – *Special meeting on Sunday night at 18:00 in Meeting Room V for any and all attendees interested in learning more about the Teaching Community and meeting other like-minded individuals*

Schedule Overview

Sunday, Oct. 7	Monday, Oct. 8	Tuesday, Oct. 9
<ul style="list-style-type: none">▪ 08:00-09:15: <i>Lessons from a Life Spent in the Field of Strategy</i>▪ 09:30-10:45: <i>Teaching with Business Simulations</i>▪ 15:15-16:30: <i>Lights, Camera, Action: Using Video Clips in Teaching Strategy</i>	<ul style="list-style-type: none">▪ 08:00-09:15: <i>Contemporary Issues in Teaching Strategy</i>▪ 16:30-17:45: <i>Retooling the Core Strategy Course</i>	<ul style="list-style-type: none">▪ 08:00-09:15: <i>Innovations in Blended Learning</i>

Session Descriptions

Lessons from a Life Spent in the Field of Strategy <i>Session 282</i> <i>Sunday, 08:00-09:15</i>	Chair: <i>Jay Dial, The Ohio State University</i> Panelists: <i>Jay Barney, University of Utah</i> <i>Nitin Nohria, Harvard Business School</i>
Teaching with Business Simulations <i>Session 283</i> <i>Sunday, 09:30-10:45</i>	Chair: <i>Paul Friga, University of North Carolina – Chapel Hill</i> Panelists: <i>Hazel S. Jourdin, Harvard Business Publishing</i>
Lights, Camera, Action: Using Video Clips in Teaching Strategy <i>Session 281</i> <i>Sunday, 15:15-16:30</i>	Chair: <i>Paul Friga, University of North Carolina – Chapel Hill</i> Panelist: <i>Russ Coff, University of Wisconsin</i>

Contemporary Issues in Teaching Strategy

Session 216

Monday, 08:30-09:15

Chair: *Asli Arikan, The Ohio State University*

Papers: *This session includes three papers dealing with contemporary teaching issues.*

Integrating Problem Based Learning and Computer Simulation in Enhancing Strategic Management Learning examines Problem based learning (PBL) which represents a strategic learning method designed to enhance student learning through participating, learning, and knowledge-sharing within small groups. Authors: Chatchai Chatpinyakoo, Mahidol University; Awiruth Keshagupta, Dhurakij Pundit University

Pizza, Pizza, Pizza: A Competitive Strategy Simulator employs Kim and Mauborgne's (2004, 2005) strategy canvas and value curves to help students to develop new competitive strategies for firms competing in dynamic markets.

Author: Norman Sheehan — University of Saskatchewan

Teaching Corporate Governance: Agency Theory or Stewardship Theory? This paper revolves around the need to continue rethinking the corporate governance issue and proposes Stewardship Theory as an alternative to the traditional Agency approach. Authors: Francisco Garcia-Lillo, Bartolomé Marco-Lajara, Vicente Sabater-Sempere, Mercedes Ubeda — University of Alicante

Retooling the Core Strategy Course

Session 218

Monday, 16:30-17:45

Chair: *Robert Grant, Bocconi University*

Panelist: *Stephen Cummings, Warwick UK/Victoria U, NZ*

The core strategy courses of leading MBA programs have converged around a similar content that has changed little over the past decade. This paper assesses the need for restructuring core strategic management courses in terms of: the need to drop concepts and frameworks that have become outmoded or obsolete; introduce concepts and theories that have appeared in strategic management research in recent years; take important changes in the business environment.

Innovations in Blended Learning

Session 217

Tuesday, 08:00-09:15

Chair: *Margaret Cording, IMD*

Panelist: *Bettina Buchel, IMD*

In our business of teaching strategy, technological advances are having a profound impact on how and where our students learn and want to learn in the future. Business schools and strategy professors should follow their own advice by anticipating, understanding and adapting to the new technological landscape. The goal of this session is to share the latest thinking and developments in "blended learning" to help SMS members, particularly those teaching strategy, make sense of the rapidly changing environment and improve the delivery of their strategy content.

Additional Event:

Teaching Strategy

Session 286

Sunday, 11:15-12:30

Chair: *Margaret Cording, IMD*

This session will revisit some fundamental principles for teaching strategy effectively. It is designed for junior faculty and doctoral students who are working on developing this critical competency. Our primary emphasis will be on tools and techniques for helping students (undergraduate and graduate, but not executive) grasp the complex and interdependent concepts that underlie a core strategy curriculum.