

**COURSE OBJECTIVE**

As the capstone to McMaster’s MBA program, this course is designed to unify the functional knowledge you gained during the program. This course will also give you a working knowledge of how firms gain and sustain competitive advantage. In sum, this course will enhance your capacity to do the job of a general manager responsible for setting strategy and managing performance.

**INSTRUCTOR AND CONTACT INFORMATION**

**Name:** Amr El-Kebbi

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**Class Times:** C1 Wednesday 11:30 – 14:20 and C2 Wednesday 19:00 – 21:50

**Virtual Office Hours:** Wednesday 16:00 – 18:00

ACTIVITY	DELIVERY	DESCRIPTION	TOOL(S)
Lecture Core Content	Asynch	Recorded lecture vids (~10min. each)	Voiceover PPT in Echo360
Readings	Asynch	Tied to weekly discussion prompts	Readings linked in Avenue, from coursepack, or in assigned textbook
Class Meetings	Synch	1.5hr. live session; discuss readings, and case presentations	Zoom
Group Discussions	Both	Synch 30min: Breakout rooms during lecture Asynch: Microsoft Teams private groups	Synch: Zoom Asynch: Microsoft Teams

**COURSE DELIVERY**

GRADE COMPONENT	WEIGHT	DESCRIPTION
Midterm	20%	Multiple Choice and Short Answers
Simulation	20%	Strategy Airline Simulation (Shared)
Engagement	25%	Classroom Engagement (Individual 20% and Shared 5%)
Final Case Exam	35%	Final case exam (Individual 15% and Shared 20%)
<b>Total</b>	<b>100%</b>	