The following schedule lists assigned readings for each class date as well as dates for assignments and examinations. This is a tentative schedule of readings. I will do my best to provide you advance notice of at least one week for any changes. The exam dates will not change except for completely unavoidable circumstances. The reason for keeping the schedule flexible is to allow for longer-than-anticipated discussion of planned topics, and for us to address significant current developments in business.

- "Harvard reading" refers to the cases and readings available through XanEdu.com.
- All other articles listed are reserve readings available through library electronic reserves.

**Week 1**

**April 1**
Course introduction; form groups

**April 3**
Assignment #1 due (group; details provided in class)
  - Read material on plagiarism (linked from course web site)

**Week 2**

**April 8**
(These readings address and the problem of investing in the future. Each has a different perspective. What are the themes that emerge from these articles? Can they shed light on why some firms are more successful than others?)


**April 10**
Week 3

April 15
(These are “classic” cases that develop the notion of competitive advantage. For both cases, be prepared to discuss why these firms were more successful than others in their industry. For Wal-Mart, be prepared to quantify their advantage).

Harvard reading: Timex Corporation (373-080)

April 17

Week 4

April 22
Harvard reading: Sharp Corporation: Technology Strategy (9-793-064)


April 24


Week 5

April 29
Harvard reading: "Using aggregate product planning to link strategy, innovation, and the resource allocation process " (9-301-041)


May 1
Short class due to Leadership Speaker Series
Assignment #2 due (group; details provided in class)

Week 6

May 6
Harvard reading: Philips versus Matsushita: A new century, a new round (9-302-049)

May 8
Guest speaker
Harvard reading: Nucleon Inc. (9-692-041)
Assignment #3 due (individual; details provided in class)

Week 7

May 13


May 15
To be announced

Week 8

May 20


May 22
Examination

Week 9

May 27
University holiday: No class meeting

May 29
Group presentations

Week 10

June 3
Group presentations

June 5
Group presentations

Finals Week

June 10
Final examination or individual paper
Group project due