



## COURSE INFORMATION

**Course Title:**

MGT314 Strategic Management

**Semester:**

July Session, 2020

**CLASS HOURS:**

Monday through Friday, 180 minutes each day, for three weeks. **At the end of each week, there will be a one-hour discussion session;** the Instructor will also be available by appointment.

Credit(s): 3

**Field Trip:** According to the professors' teaching plan.

## OVERVIEW

Strategic Management's focus is approaching classic management theory in real world situations. The primary focus will be on strategy formulation, implementation and evaluation. This will be accomplished through team development theory, environmental analysis, internal and external analysis, and competitive advantage analysis. Students will get an opportunity to explore a global perspective through different modes of entry into international markets. Course structure includes student collaboration as a consulting team, where each team will be tasked to case study an organization of their choosing for the duration of the course. Students will learn how to form a functional team, solve problems, make decisions and become a consultant providing recommendations to their case study organization. This course is designed to grow students' abilities to be better leaders, managers, and critical/strategic thinkers, all while increasing their ability to communicate in a global environment.

## LEARNING OUTCOME

After successfully completing this course you should be able to:

1. Analyze the external and internal organizational environments;
2. Formulate and apply concepts and tools of strategic management to support organizational long-term goals;
3. Determine an organization's target market and competitive advantage;
4. Explore organizational opportunities for international expansion
5. Gain, evaluate and synthesize information and existing knowledge from a number of

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resources and experiences;

6. In a consulting team compose an organizational case study with recommendations;
7. Participate constructively in individual and team environments to complete a task and meet agreed deadlines.
8. Deliver an oral team executive presentation in a professional and engaging manner.
9. Create and execute a team project plan while learning how to work in a team environment and evaluating performance;

### LEARNING RESOURCES

**Suggested textbook:**

Coulter, M. (2013). Strategic management in action (6th ed.). New York, NY: Pearson

Additional supplementary materials will be utilized during the class and provided as needed.

### WEEKLY SCHEDULE

Week	Day	Topic	Reading
1	1	Welcome to Class Introductions, Team Formation, and What is a team discussion?	
	2	Team Discussion Continued, Case Study Organization Determination, Project Plan Workshop	3 Organization Choices in Beginning of Class
	3	Introducing Strategic Management Concepts	Team Quiz in Class/Chapter 1
	4	Corporate Strategies and Porter's Five Forces, Project Plan Workshop	Chapter 6/Project Plan End of Day
	5	External Environmental Analysis, OT Workshop	Chapter 3
2	1	Internal Environmental Analysis, SW Workshop	Chapter 4
	2	Review of Environmental Analysis and Workshop	Environmental Analysis End of Day
	3	The Context of Managing Strategically, Competitive Analysis (CA) Workshop	Chapter 2
	4	Functional and Competitive Strategies CA Workshop	Chapter 5 Peer Review #1

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	5	International Strategies and Workshop	Chapter 7
3	1	Review of Competitive Advantage, Global Opportunities and Workshop	
	2	Special Topics in Strategy	Read Special Topics in Strategy, CA and Global Opportunity Paper End of Day
	3	The Importance of Team Evaluations Executive Presentation Workshop	
	4	Course Review and Executive Presentation Workshop	Peer Review #2
	5	Final Exam (Executive Presentations)	Executive Presentation

#### ASSESSMENT

Assessment Task	Weighting
Attendance and Participation	20%
Team Case Study Deliverables	30%
Quiz	10%
Final Exam (Team Executive Presentation)	40%
<b>Total</b>	<b>100%</b>

#### DETAILS ON GRADE COMPONENTS

**Attendance and Participation:** Students are required to attend all classes and participate actively. Students should treat their classroom obligations as they would treat any serious professional engagement. Your participation grade will be based on the instructor's assessment of how well you contribute to classroom dynamics relative to your class peers.

**NB:** In case of an absence, the student is responsible for the materials and assignments for that class; it is the student's responsibility to inform the instructor regarding absences and assignments that are missed. **Unexcused absence from three or more scheduled class sessions will be grounds for failure in this course.** If you do have to miss class due to a personal emergency, please let the instructor know as soon as possible. Such emergencies will be dealt with on a case-by-case basis.

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Participation grades will be based on **quality** (an in-class performance that reflects intellectual depth, insightfulness, and contribution to class learning) and **quantity** (consistency and regularity of performance).

Accordingly, **you are expected to read the related chapters before participating in the class.** Be prepared to be called upon to “open” a class discussion by presenting your full analysis and thoughts on the assigned topic at the start of class, or to be asked through a "cold call" for comment during the discussion.

The grading of class participation is necessarily a subjective exercise. However, high-quality comments have one or more of the following characteristics: **(1) insightfulness, (2) appropriate application of course concepts, and (3) advancement of the in-class discussion at hand.**

#### **Team Case Study Deliverables:**

A case study organization will be assigned to the students during the first few days of the program. Teams will then submit a Project Plan Paper, External and Internal Environment Analysis Paper, Competitive Advantage and Global Opportunity, Paper. Additional information, paper templates and grading rubrics will be provided. The format of the deliverables should follow Harvard or APA style. Students will also participate in two team peer reviews, where the students will evaluate each other's work in the teams. The first one will give the students feedback so they can improve their teamwork, while the second will be used to show how they have grown and improved.

#### **Team Quiz: Individual**

A quiz will be given on the material learned about working in teams. If an emergency arises, a notification must be given to the instructor in advance for an alternative time; otherwise, a grade of zero will be given.

#### **Final Exam (Team Executive Presentation)**

As your final exam of the course, on the last day of class, all teams will present the executive presentation to the class and be open and ready to answer questions pertaining to the presentation. Additional information and grading rubric will be provided.

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Some specific criteria for evaluating discussion contributions are:

- Does the student demonstrate an eagerness to participate?
- Is the student a good listener? Does he/she build on others' comments?
- Is the student willing to interact with other class members?
- Are the points made relevant to the discussion? Are they linked to others' comments?
- Do comments demonstrate evidence of in-depth analysis of the case?
- Do comments add to our understanding of the situation?
- Do comments make a substantive contribution to the advancement of our analysis?
- Is there a willingness to test new ideas, or are the comments "safe?"
- Do comments show an understanding of concepts or analytical techniques properly applied to the current situation?
- Is the student presenting insightful quantitative analysis (when required)?
- Is the student demonstrating ethical considerations and insights?

## COURSE GRADING

Upon completion of this course, you receive a final grade. A final grade is a letter grade that carries with it a numerical value, as outlined below.

Grade	Mark
A	80-100
B	70-79
C	60-69
D	50-59
E	0-49

**To pass this subject, students are required to obtain Grade C or above in order to satisfy all the intended learning outcomes.**

## Classroom Ethics & Course Policies

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Being respectful of others' opinions, values and culture

Cell phones are only permitted when the usage is related to the course. Absolutely **NO TEXTING** during class will be tolerated. If you have an emergency situation and you must be able to be reached, set the phone to vibrate and leave the room immediately when it goes off.

Any student with a documented disability needing academic adjustments or accommodations should notify the instructor or the program administrator before the start of the program, so such an arrangement will be made accordingly.

Any student who anticipates a schedule conflict because of religious reasons should make arrangements within two weeks of the start of class.

### *Academic misconduct*

Please follow the guideline of the university policy. Academic dishonesty or misconduct will not be tolerated and may result in disciplinary action including a grade F for the course. Work submitted must be the original work of the student. Original work may include the words and ideas of others, but the source of these words and ideas must be indicated in a manner consistent with an academically recognized form, style, and citation manual. Resubmission of work previously presented in another course is prohibited.

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