

MGMT 410 Business Policy and Strategic Management

This course provides critical understanding of strategic management and business policies in modern organizations. This course is designed to develop problem-solving and decision-making skills in business situations that involve the organization as a whole and integrate knowledge and skills acquired from all areas of business. *(Prerequisite: MGMT 101 + minimum 75 credits)*

Course Learning Outcomes:

By the end of the course, students will be able to:

1. Demonstrate critical knowledge and understanding of key theories, concepts, and principles relevant to the strategic management field
2. Use specialized-level of skills to relate to and adapt some specialized theories in strategy formulation and implementation.
3. Critically analyze the role of strategic leaders in managing financial performance, corporate governance, stakeholder expectations, and strategy transformation as part of holistic planning processes
4. Critically evaluate and assess external and internal factors impacting contemporary business cases using relevant strategic management tools (e.g., PESTLE, Balanced Scorecard)
5. Demonstrate insight, clarity and creativity in oral and written communication on complex strategic management and business cases in formative and summative tasks
6. Demonstrate ability to conduct self-reflection, constructive peer review and feedback in project teams
7. Demonstrate ability to organize ideas, participate in decision making and collaborate while working in diverse teams on task and research activities pertinent to strategic management projects

Text Book & Course Materials:

- *Rothaermel, F. T. (2019) Strategic Management: Concepts, (4th Ed.), McGraw-Hill Education*

Course Content:

1. What is Strategy
2. Strategic Leadership: Managing the Strategy Process
3. External Analysis: Industry Structure, Competitive Force, and Strategic Groups
4. Internal Analysis: Resource
5. Competitive Advantage, Firm Performance and Business Models
6. Business Strategy: Differentiation, Cost Leadership and Blue Oceans
7. Business Strategy: Innovation, Entrepreneurship and Platforms
8. Corporate Strategy: Vertical Integration and Diversification
9. Corporate Strategic: Alliances, Mergers, and Acquisitions
10. Global Strategy: Competing Around the World
11. Organizational Design: Structure, Culture and Control
12. Corporate Governance and Ethics