

## **MGMT 532 Global Strategic Management and Innovation**

### **Course Description**

This course equips students with the skills to navigate complex global business environments through strategic management and innovation. Students will explore core theories of global strategy, analyze external and internal business environments, and evaluate innovative business models. Through case studies, a global strategy simulation, and group projects, students will apply analytical tools to real-world scenarios, fostering creative solutions for long-term organizational success. By the end of the course, students will be able to develop strategic plans, make informed decisions, and enhance innovation performance in dynamic markets.

### **Course Learning Outcomes**

1. Demonstrate critical knowledge and understanding of core theories of global strategy and innovation.
2. Relate to and adapt specialized global strategy and innovation theories to develop a strategic plan.
3. Utilize analytical tools to demonstrate a professional level of interpretation, and originality to complex problems from qualitative and/or quantitative data to inform decision making in global strategic and innovation management.
4. Demonstrate a professional level of written and oral communication skills, including the ability to critically evaluate a wide variety of numerical and graphical data relating to global strategic management and Innovation.
5. Operate at a professional level with substantial responsibility for individual and group work activities on complex problems related to global strategic management and innovation concepts.
6. Demonstrate a professional level of reflexivity to make strategic decisions.

### **Learning Resources**

- Fynas, J. G., & Mellahi, K. (2014). *Global Strategic Management*. Oxford University Press.
- Mintzberg, H. (1987) The Strategy Concept I: Five Ps for Strategy. *California Management Review*. Fall 1987: 11–23.

### **Course Content**

1. Introduction to Global Strategic Management
2. Global Business Environment: External Macro and Industry Analysis
3. Internal Business Environment Analysis
4. Strategic Design Options
5. Innovation: Definitions, Types, and Sources
6. Dynamic Capabilities in Strategy
7. Business Model Innovation
8. Disruptive Innovation
9. Emerging Technologies and Strategy
10. Reflective Models and SMART Objectives for Strategy