**NORTH SOUTH UNIVERSITY**

**Center of Excellence in higher Education**

**The first private university in Bangladesh**

**School of Business**

**Department of Management**

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| **Course Name** | Strategic Mangement |
| **Course Code & Section No:** | MGT 489 Section 11 & 12 |
| **Semester:** | Summer 2019 |

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| Instructor & Department Information | |
| 1. **Instructor Name:** | Zarjina Tarana Khalil | |
| 1. **Office** | NAC 720A | |
| 1. **Office Hours:** | ST 11:20 am -1:00 pm  MW 11:10 am- 2:00 pm | |
| 1. **Office Phone:** | 55668200x1755 | |
| 1. **Email Address:** | zarjina.khalil@northsouth.edu | |
| 1. **Department:** | Marketing and International Business | |
| 1. **Links:** | Course Materials available at http://ztkresources.weebly.com | |

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| Course & Section Information | |
| **Class Time & Location** | MW 8:00 am to 9:30 am Section 11  MW 9:40 am to 11:10 am Section 12 | |
| **Course Prerequisite(s)** | Completion of 80 credits | |
| **Course Credit Hours** | 3:0 | |
| **Course Description** | Analysis of policy formulation and implementation from a companywide standpoint, emphasis on integration of knowledge and approaches across functional areas; techniques for strategy formulation and implementation by single business, diversified multinational firms. | |
| **Course Objectives** | 1. Be able to skillfully use the Strategic management techniques to formulate strategies and develop implementation plans that enable a firm to set and achieve goals and objectives. 2. Understand the importance of fit between a firm’s strategy, structure and systems with external and industry environments in order to achieve high levels of firm effectiveness. 3. Comprehend the difficulties encountered by people working in organizations and groups. 4. Research one or more organizations using strategic planning and implementation techniques, analyze and conclude the effectiveness of strategies pursued by the studied organization(s); and develop strategic recommendations 5. Effectively manage a team to conduct research, analysis, and strategic planning 6. Communicate coherently and professionally to management through both oral and written medium   Students will demonstrate their skills in Course Objectives 4 – 6 through the Case Study(s), Ethical Issues, and Group Project, and by formally presenting the Ethical Issues and Group Projects as if to Management through verbal presentation(s) and formal reports | |
| **Student Learning Outcomes** | * Identify the primary steps of the strategic planning process. * Explain the concepts of competitive advantage, distinctive competencies, and value chain activities. * Explain Business, Functional, and Corporate Level Strategies. * Learn various strategic management issues especially impacting global organizations. * Learn to uphold ethical standards in the strategic management process. | |

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| Learning Resources And Textbook(s) |

**Text Book(s)**

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| **Author** | **Title** | **Edition & Year** | **Publisher** | **ISBN** |
| Charles W. L. Hill, Gareth R. Jones, Melissa A. Schilling | Strategic Management: Theory | 11th Edition (2015) | South-Western  Cengage Learning | 978-1-285-18449-4 |

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| Reference book |

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| --- | --- | --- | --- | --- |
| Michael A. Hitt | The Management of Strategy: Concepts and Cases | Tenth Edition (2013) | South-Western Cengage Learning | 978-1-133-58467-4 |

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| Teaching Strategy |

The instructor will present the concepts of Strategic Management through lectures and guided discussion of journals, articles, and case studies. Students will use the text, case studies, journals, articles, research material, and handouts to apply the lesson learned to business situations. You are encouraged to actively participate in all aspects of the class make contributions. I see my role as to facilitate learning through a varied and collaborative experience, not simply by lecturing.

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| Assessment Strategy and Grading Scheme | |
| **Grading tool** | **Points** |
| First Exam | 20% |
| Final Exam | 25% |
| Course Project + Presentation | 25% |
| Quiz | 10% |
| Ethics | 5% |
| Case Study | 10% |
| Class Participation | 5% |

**The final grade will be a percentage of the accumulation of all points received over the course as follow (eg: your earned points/total points) 100**

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| 100%-93%=A | 79%-77%=C+ | 60%-66%=D |
| 92%-90%=A- | 76%-73%=C | 60% or less =F |
| 89%-87%=B+ | 72%-70%=C- |  |
| 86%-83%=B | 69%-67%=D+ |  |
| 82%-80%=B- |  |  |

**Note: This assigned percentage letter grade may be altered at the instructor’s discretion**

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| Class room Rules of Conduct |

1. Cellular phones should be “**turned off’**/“**Silent mode”** during the class.
2. Students are advised to frequently refer to the **Student Handbook of North South University** on the following link:

http://www.northsouth.edu/student-code-of-conduct.html

1. **Academic Integrity Policy:**

Academic dishonesty of any type will not be tolerated. This includes, but is not limited to, plagiarism (copying others work and representing it as our own—in part or in total— without tile appropriate citations) and copying others responses during the exams. In addition, classroom professionalism is to be maintained at all times. This means that when the professor is speaking or when Students are presenting their ideas, the classroom should he silent, with the exception at’ invited questions. As in any academic environment questions are welcome, but informal chatter or communication among class members becomes a distraction for all those in attendance and will not be tolerated.

No talking or other forms of communication with other students will be allowed when exams are being distributed. The ‘no talking’ requirement is enforced during the exam and continues until all students have handed their exam in to the instructor. Any talking during the exam will disqualify you from taking the exam. It is my (and all other professors) expectation that your academic work for the course will be performed without resorting to cheating, plagiarism, lying, and/or bribery. Any student engaging in any of these behaviors will be dealt according to North South University's code of conduct.

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| Exams, Quiz, & Make UP Policy |

There will be several quizzes on the core text materials which are worth 15%. **Quiz** **may** **not be made up for any reason**. There will be three exams. Each exam carries 10-15**%** weight of the course works. .All exams will be given over the designated class period. Exams will be a combination of true/false, multiple choice, and short answer questions related to assigned reading material. The exams must be taken at the scheduled times. **Exams may not be made up unless arrangements are made prior to the class period for which they are scheduled.**

***Cell phones are prohibited in exam sessions.***

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| Group Assignment (Group should have 5 to 8 members) |

Your project will be divided into 3 parts and their due dates and details will be announced in the class. You have to submit your project’s parts on the announced due dates. In addition, end of the semester you have to compile your project’s parts and present it for final grade. Moreover, you are also required to submit a confidential peer evaluation for your project’s parts, case analysis, ethical issue presentation, and project’s presentation.

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| **Late Assignment Policy** |

Time is money. In the professional world, every project/work is deadline oriented. Missing deadline means your business is going to be face out from the professional world soon. Hence, to be a future business leader you have to learn the value of deadline. You have to submit your assigned work(s) on due date(s). However, late submission of your wok(s) will be penalized. Assignment submitted late within 24 hours of due date will be penalized **10%,** within 48 hours will be penalized **25%,** within 72 hours will be penalized **40%.** After 72 hours no late assignment will be accepted.

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| Attendance Policy |

In order to foster a collaborative learning experience where shared student participation is important, attendance is critical. We recognize situations may develop where you may miss class due to illness, unique family considerations. In such a case, you are still responsible to ensure your assignments are submitted on time and that you know the information covered in that session. Arriving late for class is rude, unprofessional, and detracts from the learning experience of your fellow students. Consistent tardiness has the following consequences. First late arrival - no penalty, second late arrival and thereafter - ½ %off final course grade. North South University mandates to fail students who are absent 25% or more from their classes, even if such absences are excusable.

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| **COURSE ADJUSTMENTS** |

I reserve the right to make adjustments in the course requirements consistent with the course’s overall objectives. Total course workload and available time will be considered in any such adjustments. You will be notified at the earliest possible time if changes are to be made.

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| **Communication Policy** |

Instructor will use his email to communicate students. Students are responsible to check their emails regularly.

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| Appropriate Use Policy |

All members of the North South University community must use electronic communications in a responsible manner. The University may restrict the use of its computers and network systems for electronic communications subject to violations of university policies/codes or local laws or national laws. Also, the university reserves the right to limit access to its networks through university-owned or other computers, and to remove or limit access to material posted on university-owned computers.

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| Students With Special Needs |

North South University will provide educational opportunities that ensure fair, appropriate and reasonable accommodation to students who have disabilities/special needs that may affect their ability to participate in course activities or meet course requirements. Students with disabilities are encouraged to contact their instructors to ensure that their needs are met. The University through its Special Need section will exert all efforts to accommodate special needs.

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| Students Complaints Policy |

Students at North South University have the right to pursue complaints related to faculty, staff, and other students.  The nature of the complaints may be either academic or non-academic.  For more information about the policy and processes related to this policy, you may refer to the students’ handbook.

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| **Course Contents &Schedule** |

**CLASS SCHEDULE FOR  
MGT 489**

The following is a **TENTATIVE** schedule based on academic calendar published on **May, 2015** that may change as the semester progresses. Please read the material prior to attending the class where it will be discussed

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| **Lecture #** | **Topic** | **Reading Assignment** |
| 1 | Introduction to class, and course rules and structure.  Introduction to Strategic Management. | Textbook Ch. 1 |
| 2 | Introduction to Strategic Management.  External Analysis and Organizational Competitiveness | Textbook Ch. 1 & 2 |
| 3 | External Analysis and Organizational Competitiveness | Textbook Ch. 2 |
| 4 | Internal Analysis and Organizational Competitiveness | Textbook Ch. 3 |
| 5 | Internal Analysis and Organizational Competitiveness | Textbook Ch. 3 |
| 6 | Functional Level Strategy | Textbook Ch. 4 |
| 7 | Functional Level Strategy  Business Level Strategy | Textbook Ch. 4 & 5 |
| 8 | Business Level Strategy  Industry Environment | Textbook Ch. 5 & 6 |
| 9 | Industry Environment  Technology | Textbook Ch. 6 & 7 |
| 10 | Technology  Global Strategy | Textbook Ch. 7 & 8 |
| 11 | **MID-TERM EXAMINATION I: Chapters 1 – 7** | |
| 12 | Global Strategy  Corporate Level Strategy | Textbook Ch. 8 & 9 |
| 13 | Corporate Level Strategy  Corporate Diversification Strategy | Textbook Ch. 9 & 10 |
| 14 | Corporate Diversification Strategy | Textbook Ch. 10 |
| 15 | Corporate Diversification Strategy  Performance and Governance | Textbook Ch. 10 & 11 |
| 16 | Performance and Governance  Businesses Competing in a Single Industry | Textbook Ch. 11 & 12 |
| 17 | Businesses Competiting in a Single Industry  Implemeting Strategy in Companies that compete across Industries | Textbook Ch. 12 & 13 |
| 18 | Implemeting Strategy in Companies that compete across Industries | Textbook Ch. 13 |
| 19 | **FINAL EXAM** | |
| 22 | Group Presentation – Term Project |  |
| 23 | Group Presentation – Term Project |  |
| **COMPREHENSIVE FINAL EXMINATION PURSUANT TO NSU SCHEDULE OF FINAL EXMINATIONS** | | |

**Note: The instructor reserves the right to make changes to the syllabus if necessary.**