



## **Nanchang University MGTS212 Strategic Management**

(Last Updated in Jan. 2025)

**Credit: 4**

### ***Contact Hours***

This course is composed of 24 lecture sessions, 3 tutorial sessions and 9 office contact hours. Each lecture session takes 2 contact hours in length; each tutorial session takes 3 contact hours in length; There will be a Q-A review session(3 contact hours) and Final Exam (3 contact hours)at the end of this term. This course has 72 contact hours in total.

### ***Course Description***

Strategic Management is an integrative capstone course that seeks to provide a comprehensive look at organizations. The course takes the general management point of view, emphasizing the creation, implementation and evaluation of strategy in organizations. The course focuses on the choice and implementation of different strategies, considering external driving and restraining forces, as well as internal strengths and weaknesses. The course focuses on analyzing external and internal factors and the choice of a strategy for achieving firm's long-term objectives in the constantly changing competitive environment. Many notable topics such as environmental scanning, corporate response to environmental change and sustainability, strategic and ethical behavior, industry analysis, and globalization of businesses will be addressed.

### ***Required Textbook***

*Essentials of Strategic Management* by J. David Hunger & Thomas L. Wheelen, 5th edition 208pages.

### ***Grading***

- |  |     |
|--|-----|
| • Participation plus a in-class report | 10% |
| • Quizzes                              | 20% |
| • Paper                                | 20% |
| • Midterm                              | 20% |
| • Final Exam                           | 30% |

A+ 96-100	A 90-95	A- 85-89
B+ 82-84	B 78-81	B- 75-77



C+ 71-74	C 66-70	C- 62-65
D 60-61	F < 60	

## ***Course Schedule***

The course has 24 class sessions in total. All sessions are 2 contact hours in length. At the end of this term, there will be a Q-A review session (3 contact hours) and Final Exam (3 contact hours).

Note: the course outline and required readings are subject to change.

Class 1: Introduction To The Course And Syllabus

Class2: Basic Model of Strategic Management

Class3: Corporate Governance, Ethics, and Social Responsibility

Class4: Corporate vision and mission

Class5: Environmental Scanning and Industry Analysis

Class6: Scanning the Environment

Class7: Opportunities, Threats, Industry Analysis and Competitor Analysis

Class8: Internal Scanning: Organizational Analysis

Class9: Strategy Formulation

Class10: Strategic Leadership

Class11: Situation Analysis and Business Strategy

Class12: Review of The Previous Chapter

Class13: Mid-Term Test

Class14: Corporate Strategy

Class15: Functional Strategy and Strategic Choice

Class16: Business-level Strategy

Class17: Strategy Implementation and Control

Class18: Organizing for Action

Class19: Staffing and Leading

Class20: Evaluation and Control

Class21: Case Analysis

Class22: Report: C-Store Couche-Tard

Class23: Presentation

Class24: Final Review, Free Discussion

## ***Attending Policy***

Regular and prompt attendance is required. Under ordinary circumstances, you may miss two times without penalty. Each absence over this number will lower your course grade by a third of a letter and missing more than five classes may lead to a failing grade in the course. Arriving late and/or leaving before the end of the class period are equivalent to absences.

## ***Policy on "Late Withdrawals"***



In accordance with university policy, appeals for late withdrawal will be approved ONLY in case of medical emergency and similar crises.

### ***Academic Honesty***

Nanchang University expects all students to do their own work. Instructors will fail assignments that show evidence of plagiarism or other forms of cheating, and will also report the student's name to the University administration. A student reported to the University for cheating is placed on disciplinary probation; a student reported twice is suspended or expelled.

### ***General Expectations:***

Students are expected to:

- Attend all classes and be responsible for all materials covered in class and otherwise assigned;
- Complete the day's required reading and assignments before class;
- Review the previous day's notes before class and make notes about questions you have about the previous class or the day's reading;
- Participate in class discussions and complete required written work on time;
- Refrain from texting, phoning or engaging in computer activities unrelated to class during the class period;
- While class participation is welcome, even required, you are expected to refrain from private conversations during the class period.

### ***Special Needs or Assistance***

Please contact the Administrative Office immediately if you have a learning disability, a medical issue, or any other type of problem that prevents professors from seeing you have learned the course material. Our goal is to help you learn, not to penalize you for issues which mask your learning.