

Identification	Subject	MGT 465 Strategic Management and Business Policy 3KU/6ECTS	
	Department	Economics and Management	
	Program	Undergraduate	
	Term	Spring, 2023	
	Instructor	toghru1.mammadov@khazar.org	
	Classroom/hours	41 Mehseti Str. Neftchilar Campus, Friday 18:45-21:15p.m	
Prerequisites	MGT 310 Management and Organization		
Language	English		
Compulsory/Elective	Compulsory		
Textbooks and course materials	<b>Core textbook:</b> <i>Essentials of Strategic management: The quest for competitive advantage, 4th edition, 2015</i> <i>John Gamble, Margaret Peteraf, Arthur Thompson</i> <b>Additional materials (will be presented by the instructor):</b> <i>Some chapters from the additinal textbook: Exploring Corporate Strategy, 5th edition, 2005</i> <i>Case studies: Google’s Strategy in 2013</i> <i>The Walt Disney Company: Its Diversification Strategy in 2012</i> <i>Tata Motors: Can It Become a Global Contender in the Automobile Industry?</i> <i>Under Armour’s Strategy in 2013—Good Enough to Win Market Share from Nike and adidas</i>		
Course outline	Students will be provided with essential theory underlying strategic management and practical case studies to identify main concepts and issues in formulation and execution of strategies.		
Course objectives:	<ul style="list-style-type: none"><li>✓ To develop students’ capacity to form strategic vision, mission, objectives and business models to gain competitive advantage</li><li>✓ To facilitate students in identifying main challenges and drawbacks in company’s external and internal environment.</li><li>✓ To promote understanding of different strategy types and evaluation of their features</li><li>✓ Helping students in execution and evaluation of business strategies</li></ul>		
Learning outcomes	At the end of this course students will be able to: <ul style="list-style-type: none"><li>✓ To develop essential components of business strategy</li><li>✓ To identify company’s weaknesses and advantages and analyze external and internal environment by using techniques such as PESTEL and SWOT analysis.</li><li>✓ Identify true essence of competitive advantage and its importance in business strategy.</li><li>✓ To explain main generic types of business strategy and attribute various company’s strategic to these generic types by exploring case studies.</li><li>✓ To understand foreign markets and explore strategies to compete in these markets.</li><li>✓ To develop their own business strategy by working in groups and challenging other students’ strategies during the course.</li></ul>		
Teaching methods	Case analysis		x
	Group discussion		x
	Lecture		x
	Others		
Evaluation Criteria	Methods	Date/deadlines	Percentage (%)
	Midterm Exam		30
	Class Attendance		5
	Activity		5
	Quizzes		10
	Group project		10
	Final Exam		40
	Total		100
Policy	<b>Attendance:</b> Students exceeding the 25% absence limit will not be allowed to participate at final exam. The students are required to attend all classes as part of their studies and those having legitimate reasons for absence (illness, family bereavement etc) are required to inform the instructor. <b>Activity</b> shall mean active participation i.e. asking and answering the question, contribute		

		with insights and feedback, and demonstrate willingness and dedication to be part of an overall class discussion <b>Presentation &amp; Project:</b> There will be presentations and a project. A situation will be given to students, a leader will be chosen. They will analyze the situation according to knowledge they learned. If it is a presentation the work of the group will not only graded based on the job they did, but also how they were successful to work as a team. The project it will be graded individually. <b>Quizzes</b> There will be two quizzes. Makeup quizzes will not be given except in the case of dire emergency. Students are required to turn in answers to assignments at the beginning of the classes at which they are due. Late assignments will not be accepted.	
Tentative Schedule			
Week	Date/Day (tentative)	Topics	Textbook/Assignments
1		Strategy, Business Models, and Competitive Advantage	Chapter 1 <i>Essentials of Strategic management:</i>
2		Charting a Company’s Direction: Vision and Mission, Objectives, and Strategy	Chapter 2 <i>Essentials of Strategic management:</i>
3		Evaluating a company’s external environment	Chapter 3 Case study. <i>Essentials of Strategic management:</i>
4		Evaluating a company’s resources, capabilities and competitiveness	Chapter 4 <i>Essentials of Strategic management:</i>
5		The Five Generic Competitive Strategies	Chapter 5 <i>Essentials of Strategic management:</i>
6		Strengthening a Company’s Competitive Position: Strategic Moves, Timing, and Scope of Operations.	Chapter 6 <i>Essentials of Strategic management:</i>
7		Blue ocean strategy by Harvard Business Review. <b>Quiz 1</b>	External material
8		<b>MIDTERM EXAM</b>	
9		Using the Balanced Scorecard as a Strategic Management System	External material
10		Strategies for Competing in International Markets.	Chapter 7 <i>Essentials of Strategic management:</i>
11		Corporate Strategy: Diversification and the Multi-business Company	Chapter 8 Case study <i>Essentials of Strategic management:</i>
12		Ethics, corporate social responsibility, environmental sustainability, and strategy	Chapter 9 <i>Essentials of Strategic management:</i>
13		Superior Strategy Execution—Another Path to Competitive Advantage	Chapter 10 <i>Essentials of Strategic management:</i>
14		Managing Strategic change. <b>Project</b>	External material
15		Understanding Strategy Development. <b>Quiz 2</b>	External material
16	Will be announced	<b>FINAL EXAM</b>	