

## **MGT 622 -Strategic Management**

**(2 credit hours)**  
**Course Syllabus**

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### **Course Description**

Strategic management is required as a capstone course in the MBA curriculum because it involves the most sophisticated and comprehensive approach to the process of organizational management. Key elements to the understanding of strategic management are: internal organizational analysis, analysis of the external environment, and directing a successful fit between the organization and its environment.

### **Course Learning Outcomes**

By the end of this course, you will be able to:

1. Assess ways to create and execute diverse managerial processes that define strategic management.
2. Examine the impact strategy has on competitive advantage.
3. Compare and contrast the five generic organizational strategies.
4. Analyze how global businesses are competing in the constantly changing world.
5. Evaluate indicators of organizational performance.
6. Complete the major field test to illustrate comprehensive learning of the MBA curriculum.

### **Prerequisites/Corequisites**

FIN612: Managerial Finance

### **Required Textbook(s) and Resources**

Deneffe, D. and Vantrappen, H. (2019). *Fad-Free Strategy: Rigorous Methods to Help Executives Make Strategic Choices Confidently*. Routledge Press.

Be sure to also review the weekly **Explore** sections for additional library or web resources. For access to databases, research help, and writing tips, visit the [Tiffin University Library](#).

### **Time Commitment**

Effective time management is possibly the single most critical element to your academic success. To do well in this online class you should plan your time wisely to maximize your

learning through the completion of readings, discussions, and assignments. Because of our accelerated, seven-week term, TU online courses are designed with the expectation that you dedicate a little over **six (6)** hours per credit hour to course activities and preparation **each week**. For example, for successful completion of a three-credit, seven-week online course you should reserve roughly **fourteen (14) hours per week**.

To help plan your time and keep on track toward successful course completion, note the distinctive rhythm of assignment due dates:

1. All times assume Eastern Time (GMT-4).
2. Weeks begin at 12:00 a.m. ET on Monday and end at 11:55 p.m. ET on Sunday.
3. Unless otherwise noted, initial assignments or discussion posts are due by **11:55 p.m. ET on Wednesdays**.
4. Additional assignments or follow-up discussion posts are due by **11:55 p.m. ET on Saturdays, and**
5. Major assignments and reflections are typically due by **11:55 p.m. ET on Sundays**.

## Learning Activities

In this course, you will demonstrate your comprehensive MBA skills through a variety of methods. You will participate in scholarly discussions with your classmates regarding weekly learning goals. You will write 2 case analysis papers and 2 shorter papers, one a strategic management research study and the other a program reflection paper. You will also investigate a company of your choosing, locating materials and resources for analysis in preparation for a large end of course paper.

Since this is the culminating course in the MBA program, you will be participating in two capstone assignments.

The first capstone assignment in this course, which occurs in Week 5, is the Peregrine Test. It is a comprehensive exam which focuses on various business related topics that you have experienced throughout your TU MBA courses. Although it is not really a test you can traditionally study for, there are further directions and some sample topics and questions available in the Week 5 course materials.

The second capstone assignment is a capstone paper where you will showcase all you have learned throughout the program. You will synthesize material to recommend a strategic plan for your chosen company.

## Key Assessment (Taskstream Submission)

This TU course features a “Key Assessment” that provides you the opportunity to demonstrate your program’s core competencies. It also shows how the course fits within the

broader curriculum. For this course, your capstone paper in Week 6 is the Key Assessment and must be submitted to both your instructor and TaskStream within Moodle. Instructions are provided within the course.

## Grading

The chart below identifies the individual contributions from each type of activity, per week.

Activity	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Total
Discussion	40	40	40	40	-	40	40	240
Assignment	50	-	-	60	-	-	50	160
Case Studies	-	100	100	-	-	-	-	200
Peregrine Test	-	-	-	-	100	-	-	100
Capstone Paper	-	-	-	-	-	300	-	300
<b>Total</b>	<b>90</b>	<b>140</b>	<b>140</b>	<b>100</b>	<b>100</b>	<b>340</b>	<b>90</b>	<b>1000</b>

## Grading Scale

A: 90-100% | B: 80-89% | C: 70-79% | F: <69%

## Course Schedule and Weekly Checklist

Topic	Learning Activities (Due by 11:55 p.m. ET on day designated)
Week 1: Strategic Management: A Grand Strategy	<ul style="list-style-type: none"> <li><input type="checkbox"/> WED: Activity 1.1 (Forum): Meet Your Classmates! – Initial Post</li> <li><input type="checkbox"/> WED: Activity 1.2 (Forum): The Implications of a fad-free strategy – Initial Posts</li> <li><input type="checkbox"/> SAT: Activity 1.2 (Forum): The Implications of a fad-free strategy – Secondary Posts</li> <li><input type="checkbox"/> SUN: Activity 1.3: Strategic Management Research</li> </ul>
Week 2: Strategic Foundations and Process	<ul style="list-style-type: none"> <li><input type="checkbox"/> WED: Activity 2.1 (Forum): Mission, Vision, and Values Statements – Initial Post</li> <li><input type="checkbox"/> SAT: Activity 2.1 (Forum): Mission, Vision, and Values Statements – Secondary Posts</li> </ul>

Topic	Learning Activities (Due by 11:55 p.m. ET on day designated)
	<input type="checkbox"/> SUN: Activity 2.2: Case Study Analysis #1
Week 3: Evaluating a Company's External Environment	<input type="checkbox"/> WED: Activity 3.1 (Forum): The PESTLE Analysis – Initial Post <input type="checkbox"/> SAT: Activity 3.1 (Forum): The PESTLE Analysis – Secondary Posts <input type="checkbox"/> SUN: Activity 3.2: Case Study Analysis #2
Week 4: Evaluating a Company's Internal Environment	<input type="checkbox"/> WED: Activity 4.1 (Forum): Core Competencies – Initial Post <input type="checkbox"/> SAT: Activity 4.1 (Forum): Core Competencies – Secondary Posts <input type="checkbox"/> SUN: Activity 4.2: Internal Environment Analysis and Reference List
Week 5: The Five Generic Competitive Strategies	<input type="checkbox"/> WED: Activity 5.1 (Forum): Porter's Five Generic Strategies – Initial Post <input type="checkbox"/> SAT: Activity 5.1 (Forum): Porter's Five Generic Strategies – Secondary Posts <input type="checkbox"/> SUN: Activity 5.2: The Peregrine Test/Major Field Test
Week 6: Utilizing a Strategy to Strengthen a Competitive Position	<input type="checkbox"/> WED: Activity 6.1 (Forum): Vertical Integration, First Mover Advantage, Alliances, Mergers, or Partnerships – Initial Post <input type="checkbox"/> SAT: Activity 6.1 (Forum): Vertical Integration, First Mover Advantage, Alliances, Mergers, or Partnerships – Secondary Posts <input type="checkbox"/> SUN: Activity 6.2: Capstone Paper
Week 7: Strategic Management in the Real World/ Directing a Successful Fit	<input type="checkbox"/> WED: Activity 7.1 (Forum): Government Regulations in a Global Market – Initial Post <input type="checkbox"/> SAT: Activity 7.1 (Forum): Government Regulations in a Global Market – Secondary Posts <input type="checkbox"/> SUN: Activity 7.2: Program Summary Reflection Paper

### Tips for Success

Successful online learning requires a good deal of self-discipline and self-direction. As seekers of the truth, we should be willing to challenge and review one another's academic

work in a spirit of respectful comradery and constructiveness. Your course is a place for you to stretch and grow as you benefit from the expertise, knowledge, experience and diverse perspectives of your instructor and peers. Constructive feedback will challenge you to stretch your own thinking, thereby expanding your knowledge, understanding and application.

To get the most out of your learning experience, you should actively engage (participate) in **ALL** course activities. Course elements are arranged chronologically. To complete a week, simply work your way "down the page" through all of the course materials and activities.

**For More Information:**

Be sure to review the [Support, Policies, and Procedures](#) addendum.