

GLC715 Strategic Management Analysis

(3 credit hours)

Course Syllabus

Course Description

This course analyzes how organizations around the world develop and sustain competitive advantage. Students will analyze emerging global leadership practices designed to develop organizational agility and responsiveness. Emphasis is placed on how organizations develop creative, adaptive, and flexible organizational approaches. The course integrates theoretical and practical applications for effectively leading organizations in a constantly changing world.

Course Learning Outcomes

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

1. Evaluate concepts, skills and assessment methods that create competitive advantage.
2. Assess leadership challenges in developing organizational strategy and change.
3. Examine the impact of cultural differences and characteristics in strategic execution.
4. Research theories and strategies that offer adaptive and flexible organizational approaches.
5. Analyze agility and responsiveness techniques in change management.

Required Textbook(s) and Resources

Thompson, A., Peteraf, M., Gamble, J., & Strickliand, A. (2021). *Crafting & executing strategy: The quest for competitive advantage, concepts and cases* (23rd ed.). McGraw-Hill.

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 class you should plan your time wisely. With our accelerated, seven-week term, you should reserve roughly **twenty (20) hours per week** to complete readings and assignments. 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 forum discussion posts are due by **11:55 p.m. ET** on **Wednesdays** and response posts are due by **11:55 p.m. ET** on **Saturdays**.
4. Major assignments and reflections are due by **11:55 p.m. ET** on **Sundays**.

Learning Activities

The Tiffin University Ph.D. program curriculum is intended to prepare you to contribute as original and creative scholars in your field. As a doctoral-level student, you should rise to the challenge of high-order cognitive activities that require you to demonstrate core concepts and skills (e.g. apply, analyze, evaluate and create).

For GLC715, you will participate in five forum discussions and submit a written analysis paper. In Week 4 and 7, you will work in a team and submit a group paper. All activities and assignments include a rubric for clarity, self-assessment, and consistency in grading.

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	50	50	50	--	50	50	--	250
Analysis Paper	100	100	100	100	100	100	--	600
Final Project	--	--	--	--	--	--	150	150
Total	150	150	150	100	150	150	150	1000

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)
<p>Week 1: Setting the Stage for Global Leadership Through Strategies</p>	<ul style="list-style-type: none"> <input type="checkbox"/> WED: Activity 1.1 - Meet Your Peers (Forum) <input type="checkbox"/> WED: Activity 1.2 (Forum): Vision, Mission and Core Values Related to Sustainable Value <input type="checkbox"/> SAT: Activity 1.1 & 1.2 Forum Responses <input type="checkbox"/> SUN: Activity 1.3: Strategic Management Analysis
<p>Week 2: Analysis of Environment and Strategic Development</p>	<ul style="list-style-type: none"> <input type="checkbox"/> WED: Activity 2.1 (Forum): Strategic Direction Choice <input type="checkbox"/> SAT: Activity 2.1 Forum Responses <input type="checkbox"/> SUN: Activity 2.2: Analyze Forces Shaping Strategy
<p>Week 3: Strategic Positioning or Positioning Coordinated Actions</p>	<ul style="list-style-type: none"> <input type="checkbox"/> WED: Activity 3.1 (Forum): Strategic Positioning: Competitive and Comparative Strategies <input type="checkbox"/> SAT: Activity 3.1 Forum Responses <input type="checkbox"/> SUN: Activity 3.2: Porter's Generic Strategies
<p>Week 4: Globalization and Multi-Business Enterprise Strategic Actions</p>	<ul style="list-style-type: none"> <input type="checkbox"/> SUN: Activity 4.1: Creating a Strategic Direction with your Stakeholders <p style="text-align: center;">[Group Project]</p>
<p>Week 5: Ethics, Social Responsibility, and Strategic Execution</p>	<ul style="list-style-type: none"> <input type="checkbox"/> WED: Activity 5.1 (Forum): Exploring Ethics, Social Responsibility and Strategy Execution <input type="checkbox"/> SAT: Activity 5.1 Forum Responses <input type="checkbox"/> SUN: Activity 5.2: Ethics, Social Responsibility and Strategy Execution
<p>Week 6: Global Leadership, Cultures, Change</p>	<ul style="list-style-type: none"> <input type="checkbox"/> WED: Activity 6.1 (Forum): Developing a Research Proposal for Strategic Analysis <input type="checkbox"/> SAT: Activity 6.1 Forum Responses <input type="checkbox"/> SUN: Activity 6.2: Developing a Leadership and Change Proposal Researching an Understanding of Phenomena or Casual/Correctional Variables

Topic	Learning Activities (Due by 11:55 p.m. ET)
Week 7: Global Leadership and Change Strategic Analysis	<input type="checkbox"/> SUN: Activity 7.1: Writing a Strategic Analysis Dissertation Research Proposal on Global Leadership and Change Strategic Analysis <p style="text-align: center;">[Group Project]</p>

Tips for Success

Online learning requires self-discipline and self-direction. As seekers of the truth, we should be willing to challenge one another's academic work in a spirit of respectful comradery. Your course is a place for you to grow as you benefit from the expertise, experience, and diverse perspectives of your instructor and peers. Constructive feedback will challenge you to stretch your own thinking, thereby expanding your knowledge and understanding.

To get the most out of your learning experience, you should actively engage (participate) in **ALL** course activities. Course elements in any given week 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.