



Course Descriptor MNGT520 - Management Strategy

Proposed Academic Year	2021-2022	Last Reviewed Academic Year	2020-2021
Course Code	MNGT520	Course Title	Management Strategies for Successful Organizations
Credit hours	3	Level of study	Postgraduate
College / Centre	College of Business Administration	Department	MNGT-MBA
Co-requisites	None	Pre-requisites	None

1. COURSE OUTLINE

This course is based the key concepts, tools, and principles of strategy formulation and competitive analysis. It is concerned with managerial decisions and actions that affect the performance and survival of business enterprises. The course is focused on the information, analyses, organizational processes, and skills and business judgment managers must use to devise strategies, position their businesses, define firm boundaries and maximize long-term profits in the face of uncertainty and competition.

2. AIMS

The course enables students to view the firm as a whole, and exam how policies in each functional area are integrated into an overall competitive strategy. The course equips students with skill-set for:

- selecting competitive strategies,
- creating and defending competitive advantages,
- defining firm boundaries and
- allocating critical resources over long periods.

3. LEARNING OUTCOMES, TEACHING, LEARNING and ASSESSMENT METHODS

Learning Outcomes (Definitive)	Teaching and Learning methods (Indicative)	Assessment (Indicative)
Upon successful completion of this course, students will be able to:		
1. Critically understand and assess the organizational competitive positioning in the industry	Lectures and seminars, Group work, Presentations	Class Presentation, Written Examination, Case Study, Assignments
2. Critical analyze a firm's capability and existing resources.	Lectures and seminars, Group work, Presentations	Class Presentation, Written Examination, Case Study, Assignments
3. Consider and recommend strategies for achieving competitive advantage over competitors.	Lectures and seminars, Group work, Presentations	Class Presentation, Written Examination, Case Study, Assignments
4. Propose solutions for the implementation of appropriate and working	Lectures and seminars, Group work, Presentations	Class Presentation, Written Examination, Case Study, Assignments



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4. ASSESSMENT WEIGHTING

Assessment	Percentage of final mark (%)
Midterm Examination	20
Case Study Assignment/Presentation	45
Final Exam	35
TOTAL	100%

5. ACHIEVING A PASS

Students will achieve **03** credit hours for this course by passing **ALL** of the course assessments and achieving a **minimum overall score of 50%**

6. COURSE CONTENT (Indicative)

WEEK	LECTURE TOPIC	TIME (HOURS)
1	Introduction to the Concept of Strategy and Strategic Management	3
2	Industry & Competitive Analysis	3
3	Industry Analysis, Industry Dynamics and Evolution, Disruptive innovation-I	3
4	Industry Analysis, Industry Dynamics and Evolution, Disruptive innovation-II	3
5	Resources and Capabilities Mid Tern Exam	3
6	The Nature & Sources of Competitive Advantage - Cost Leadership	3
7	The Nature & Sources of Competitive Advantage - Differentiation	3
8	The Nature & Sources of Competitive Advantage - Dual Advantage	3
9	Business Models	3
10	Competitive Dynamics Case/Assignment	3
11	Competitive Rivalry - Coopetition	3
12	Competitive Dynamics - Innovation	3
13	Global Strategy-I	3
14	Global Strategy-II	3



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6. COURSE CONTENT (Indicative)		
WEEK	LECTURE TOPIC	TIME (HOURS)
15	Revision	
16	Final Exam	6
	TOTAL HOURS	48
1 - 16	Plus recommended independent Study Hours	48
	TOTAL COURSE HOURS	96

7. RECOMMENDED READING

Core text/s:

Grant, R. and Jordan, J. (2015). Foundations of Strategy. NY: John Wiley & Sons.

Secondary/Additional Texts:

Kim, C. & Mauborgne, R. (2015). Blue Ocean Strategy, Expanded Edition: How to Create Uncontested Market Space and Make the Competition Irrelevant. Harvard Business Review Press.

Gamble, J., Thompson, A. & Peteraf, M. (2014). Essentials of Strategic Management: The Quest for Competitive Advantage. McGraw-Hill Education.

Hill, C. W., Jones, G. R., & Schilling, M. A. (2014). Strategic management: theory: an integrated approach. Cengage Learning.

Eden, C., & Ackermann, F. (2013). Making strategy: The journey of strategic management. Sage.

List of Journals:

Strategic Management Journal
Journal of Economics and Management Strategy
Advances in Strategic Management
Long Range Planning
Technology Analysis and Strategic Management
Business Strategy and the Environment
Strategic Organization
Business Strategy Review

Library + online resources:

ASU library
ASU online resources (ProQuest and ebrary)
Sultan Qaboos University Library (by agreement)



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