



Nanchang University MGTS212 Strategic Management

(Last Updated in Jan. 2024)

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.