

**American University - Central Asia**

**Bachelors of Business Administration**

**Fall Semester 2014**

**Course Syllabus -**

**MNG 452: Strategic Management**

**Course ID: 3122**

**Number of Credits:** 6 Credit Hours

**Class Schedule:** Lecture: Monday: 01:00 – 02:15      Room: 1/216

                         Seminar: Thursday: 01:00 – 02:15      Room: 1/216

**Instructor:**      Vijay Kapur, MBA, Assistant Professor

**Contact Information:**

Instructor E-mail: [kapur\\_v@mail.auca.kg](mailto:kapur_v@mail.auca.kg)

BA Office:              Room 202/1

Telephone:              Mobile: 0 708 753 630 (please send a text message before calling).

Office Hours:              By appointment

**Course Description:**

The objective of this course is to convey an appreciation of what strategy is, by introducing students to a range of different perspectives. The course will enable students to use evidence on structural trends within industries to forecast likely changes in competition and industry attractiveness, appraise resource and capabilities of a firm, understand competitive advantage, the factors that drive the process of industry evolution, trends in diversification and vertical integration

overtime, evaluate the potential of innovation and technology, global strategy and consider the implications of such changes for an organisations' future strategy. Students will be able to formulate strategies and appreciate the organizational conditions needed to implement such strategies successfully.

### **Teaching Method:**

- The number of sessions the instructor devotes to each topic area will be tailored to suit his class. If time does not permit then two class sessions may be used to develop a single topic.
- The taught classes and the seminars will focus on the value derived from utilizing the frameworks in strategy, the challenges that arise when applying these frameworks in practice.
- Students will be encouraged to work in small teams to shed light on the questions and case studies relevant to the chapter.

### **Academic Dishonesty:**

As defined, academic dishonesty is a "failure to maintain academic integrity." Failing to maintain academic integrity includes obtaining or giving help on an examination, doing work for another student, and plagiarism.

Plagiarism is a serious issue in academic settings. There is a general rule for avoiding plagiarism: never attempt to pass off another's work as your own. More specific guidelines are:

- Do not copy words from any source without quoting and citing that source. The quotation should be reproduced in the exact manner in which the quote is taken.
- Do not use the ideas, concepts or opinions from any source without citing that source. Included are key terms, technical concepts and original views.
- Paraphrasing is acceptable; however, one must take care to cite the source and not misrepresent the original thesis. Paraphrasing often is the area in which most charges of plagiarism result.

Students are expected to maintain high ethical standards in all their courses. All cases of academic dishonesty will result in a failing grade and will be referred to the Chair, Business Administration

department for administrative review.

### **Academic Policies:**

Academic Policies are not course specific and therefore are created and maintained separately from this syllabus. One may examine AUCA Academic Policies in the AUCA Catalog.

*The course instructors reserve the right to modify any and all portions of this syllabus at any time during the period of the course. Any modifications will be communicated in writing to students.*

### **Course Material:**

<b>Item</b>	<b>Author(s)</b>	<b>Reference</b>
1	<b>Robert M. Grant</b> <b>Judith Jordan</b>	<b>Foundations of Strategy, 2012. Wiley</b>

## Course Policies:

Issues	Policy
Changes	The instructor reserves the right to modify any and all portions of this syllabus at any time during the period of the course.
Submission of assignments	Written assignments are to be completed in APA Format. Assignments are to be submitted online through e-course.  Late submission will account for -15% of achieved grade.

## Grade Components:

Grade Component	Percentage
Class Attendance/ participation	10%
Class work (Quiz)	10%
Question and Answers	20%
Case Studies – Group Presentations	20%
Mid Term Exam	20%
Final Exam	20%
<b>Total</b>	<b>100%</b>

- **Exams.** There are two examinations in the course and they comprise 40% of your grade. The exam questions are designed to evaluate your mastery of the reading material and lectures. The content of the exams will include questions, readings and lectures. All course materials are “important.” Lectures are designed to illustrate and exemplify each chapter.
- **Course Preparation.** Students are expected to be prepared, by reading the chapter before a class. This will help you to understand the lecture and enable you to participate in the discussions. Use of case studies and quizzes will assist students to understand the chapter.

## Overall Course Grading:

The grading scale, which is standard in the Business Administration department is as follows:

A	100	- 93	C	76	- 73
A-	92	- 90	C-	72	- 70
B+	89	- 87	D+	69	- 67
B	86	- 83	D	66	- 63
B-	82	- 80	D-	62	- 60
C+	79	- 77	F	59	- 0

The grade of **C** implies a student's performance is "satisfactory." This represents a student that has understood the subject material, shows reasonable competence, and conforms to the minimum requirements.

The grade of **B** represents "good scholarship." This identifies a student that has performed at a higher than satisfactory level, exhibits proficient use of course related terminology, and deals with challenging topics.

The grade of **A** represents "outstanding scholarship." This is reserved for those students that have shown distinction in their performance, advance the general understanding of the material, and apply both terminology and principles in completing course related assignments.

In order to receive full credit, assigned work must be submitted before the scheduled submission deadline. Therefore, students keeping up with the course work and submitting assignments on time is essential. *Late assignments will not be accepted for grading.* If commitments make submitting assignments on schedule impossible, students must consult with the professor at least ten days in advance to make other arrangements. Failure to plan on your part does not constitute an emergency on our part.

## Attendance and Participation:

Course attendance is required, and class participation is an important element of each student's grade.

## Office hours and contacting your professor:

To contact the professor, use e-mail or speak with the Business Administration office manager. During office hours, please seek prior appointment.

## Tentative Course Schedule:

Course Week	Day of the Week	Date	Type of Class	Topics	Relevant Chapters
1	Thursday	4 <sup>th</sup> Sept	Lecture	The Concept of Strategy	Chapter 1
	Monday	8 <sup>th</sup> Sept	Seminar	Contd.	
2	Thursday	11 <sup>th</sup> Sept	Seminar	Contd.	
	Monday	15 <sup>th</sup> Sept	Lecture	Industry Analysis	Chapter 2
3	Thursday	18 <sup>th</sup> Sept	Seminar	Contd.	
	Monday	22 <sup>nd</sup> Sept	Seminar	Contd.	
4	Thursday	25 <sup>th</sup> Sept	Lecture	Resource and Capabilities	Chapter 3
	Monday	29 <sup>th</sup>	Seminar	Contd.	

		Sept			
<b>5</b>	Thursday	2 <sup>nd</sup> Oct	Seminar	Contd.	
	Monday	6 <sup>th</sup> Oct	Lecture	Nature and Sources of Competitive Advantage	Chapter 4
<b>6</b>	Thursday	9 <sup>th</sup> Oct	Seminar	Contd.	
	Monday	13 <sup>th</sup> Oct	Lecture	Business Strategy in Different Industry and Sectoral Context	Chapter 5
<b>7</b>	Thursday	16 <sup>th</sup> Oct	Seminar	Contd.	
	Monday	<b>20<sup>th</sup> Oct</b>	<b>MID TERM EXAM</b>		
<b>8</b>	Thursday	23 <sup>rd</sup> Oct	Lecture	Technology Based Industry and the Management of Innovation	Chapter 6
	Monday	27 <sup>th</sup> Oct	Seminar	Contd.	
<b>9</b>	Thursday	30 <sup>th</sup> Oct	Seminar	Contd.	
	Monday	3 <sup>rd</sup> Nov	Lecture	Corporate Strategy	Chapter 7
<b>10</b>	Thursday	6 <sup>th</sup> Nov	Seminar	Contd.	
	Monday	10 <sup>th</sup> Nov	Seminar	Contd.	
<b>11</b>	Thursday	13 <sup>th</sup>	Lecture	Global Strategies	Chapter 8

		Nov		and The Multi National Corporation	
	Monday	17 <sup>th</sup> Nov	Seminar	Contd.	
<b>12</b>	Thursday	20 <sup>th</sup> Nov	Seminar	Contd.	
	Monday	24 <sup>th</sup> Nov	Lecture	Realising Strategy	Chapter 9
<b>13</b>	Thursday	27 <sup>th</sup> Nov	Seminar	Contd.	
	Monday	1 <sup>st</sup> Dec	Seminar	Contd.	
<b>14</b>	Thursday	4 <sup>th</sup> Dec	Lecture	Current Trends in Strategic Management	Chapter 10
	Monday	8 <sup>th</sup> Dec	Seminar	Contd.	
<b>15</b>	Thursday	11 <sup>th</sup> Dec	Wrapping Up / Preparing for the Final Exam		
	Monday	15 <sup>th</sup> Dec	<b>FINAL EXAM</b>		