

# **MNGT-C1001 - Introduction to Strategic Management**

**(6 cr)**

## **SYLLABUS**

October 8, 2020

Instructor's contact information	Course information
Name: Alexei Koveshnikov E-mail: <a href="mailto:alexei.koveshnikov@aalto.fi">alexei.koveshnikov@aalto.fi</a> Office Hours: By appointment	Status of the course: Bachelor level course Academic Year, Period: 2020-21, Period 1 Location: Online Language of Instruction: English
Teaching assistant: NA	Course Website: <a href="https://mycourses.aalto.fi/course/view.php?id=29576">https://mycourses.aalto.fi/course/view.php?id=29576</a>

***NB: This is a Bachelor level course. This year it will be taught ONLINE.***

### **1. OVERVIEW**

The course introduces the students to the key concepts, frameworks and tools of strategic management and teaches to apply these to analyse, evaluate, develop and implement strategies in companies.

### **2. PREREQUISITES**

None.

### **3. LEARNING OBJECTIVES**

Upon completing the course, the students are expected to be able to fulfil the following three learning objectives:

- To be able to understand and critically evaluate key strategy-related concepts, theories, frameworks and tools
- To be able to apply the learned concepts, theories and frameworks to assess and analyse business situations
- To be able to develop and justify strategic decisions and courses of action to improve or maintain business performance of companies

#### 4. ASSESSMENT AND GRADING

The course will be graded based on the following components:

1. Final exam (70% of the final grade)
2. Group assignment (30% of the final grade)

The final grade (0 to 5) is based on cut off points below:

- 0-50 points = 0
- 50-59 points = 1
- 60-69 points = 2
- 70-79 points = 3
- 80-89 points = 4
- 90-100 points = 5

#### 5. EXAM

The exam covers the course book (Parts 1, 2 and 3) and the content of the lectures.

The exam date: 20.10. @ 9:00-12:00

The exam will have two types of questions:

1. Multiple choice
2. Essay type

#### 6. GROUP ASSIGNMENT

The assignment will be done in groups of 4-5 students. Each group will be assigned a case company. The assignment is, first, to use the concepts, frameworks and tools learned during the course to analyse the case company's situation and, second, recommend and justify a course of action based on the conducted analysis.

##### Technical instructions for the group assignment

Please use:

- Times New Roman 12
- line spacing 1,5
- margins 2,5
- Harvard referencing system <http://libweb.anglia.ac.uk/referencing/harvard.htm>

*Deadline for returning the group assignment is 8.11.*

#### 7. COURSE READINGS

The course reading consists of the course book "**Gerry Johnson et al. Exploring Strategy** (11 edition). Prentice Hall. Several physical copies of the book are available from the library. An electronic version is also available from the library.

Additionally, several short mini cases will be given out in advance for home preparation and then discussed at the following lecture. When a mini case is given out, the students are expected to spend some time prior to the lecture thinking about the case's questions.

## 8. PRELIMINARY SCHEDULE

Date	Topic	Reading
8.9. @ 10:15-12:00	Introduction	Book chapter 1, section 16.2.
15.9. @ 10:15-12:00	Strategy evaluation & analysis	Book chapter 12
17.9. @ 10:15-12:00	Environment, industry and ecosystem analysis	Book chapters 2 & 3
22.9. @ 10:15-12:00	Business models, resources & capabilities	Book chapter 4, sections 7.4. & 8.5.
24.9. @ 10:15-12:00	Generic strategies and competitive advantage	Book sections 7.1. – 7.3.
29.9. @ 10:15-12:00	Corporate strategy	Book chapter 8 (except 8.5.)
1.10. @ 10:15-12:00	International strategy	Book sections 9.1. – 9.5.
6.10. @ 10:15-12:00	Innovation and industry dynamics	Book sections 6.2.–6.4. & 10.3.-10.5.
8.10. @ 10:15-12:00	Mergers, acquisitions & alliances	Book chapter 11
13.10. @ 10:15-12:00	Sustainability in strategy <i>Guest lecture by Sofia Villo</i>	
15.10. @ 10:15-12:00	Strategy development & implementation; Course wrap up	Book chapters 13 & 14

## 8. COURSE WORKLOAD

Online classroom hours	22 h
Class and exam preparation	66 h
Group assignment	72 h
Total	160 h (6CR)

## 9. ETHICAL RULES

Aalto University Code of Academic Integrity and Handling Thereof

<https://into.aalto.fi/display/ensaannot/Aalto+University+Code+of+Academic+Integrity+and+Handling+Violations+Thereof>

In Finnish:

<https://into.aalto.fi/pages/viewpage.action?pagelid=1183861>