

MGT 4850 - Strategic Management

Fall 2026 Syllabus, Section 01, CRN 40521,

Credit hours: 3

Instructor

Ramesh Dangol

Professional Qualifications:

Ph.D. Management, Purdue University, 2012

MBA, Ball State University, 2022

BA, Economics, Middlebury College, 1997

Email: rdangol@ysu.edu

Office: WCBA 3355

Office Phone: WCBA 3355

Additional Contact Methods:

Blackboard

Preferred Contact Method: Blackboard

Communication Expectations:

Provide students with guidance on expected turnaround time when they contact you (i.e., you typically respond to email within 24 hours). Provide students with guidance on when they should expect assignments/assessments to be graded.

How to Refer to me:

Dr. Dangol

Public Instructor Information

Instructor Title: Professor

Instructor Professional Qualifications:

1. Ph.D. Management, Purdue University, 2012
2. MBA, Ball State University, 2022
3. BA, Economics, Middlebury College, 1997

Instructor Office Location: WCBA 3355

Instructor Office Phone: (330) 941-1868

Course Description

4850. Strategic Management . Analysis of problems and issues faced by organizations operating in today's dynamic environment interspersed with multiple stakeholders. Students integrate concepts and techniques learned from a range of disciplines and apply them to all levels of firms functioning in a wide variety of industries. Prereq.: MKTG 3703, MGT 3725, FIN 3720, senior standing, 2.5 GPA, and graduation evaluation. 3 s.h.

Course Readings

Group	Title	Author	ISBN
Required	Strategic Management and Competitive Advantage	Barney, JB, and Hesterly, WS	978-0132555500
Required	Nike Case	Rothaermel, FT	MH0060-PDF-ENG

Link to download the Nike Case: <https://hbsp.harvard.edu/import/1438536>



The course readings are subject to change in the event of extenuating circumstances, research developments, current events, and/or to ensure better learning.

Schedule of Topics and Assignments

Week of	Reading(s)	Proposed Topic	Due/To Prepare for Class
8/24	Chapter 1 Review PPT Slides	What is Strategy and Strategic Management?	GLA 1: Strategy definition (AI Supported) GLA 2: Differences among strategies, tactics, and business models (The Cleveland Browns) Quiz 1: Chapter 1, PPT Slides and Handouts
8/31	Chapter 4 Handout: Understanding the Links Between Economies of Scale, Minimum Efficient Scale, and Cost Leadership	Strategy – Behavior Alignment: Cost Leadership Strategy	GLA 3: Business Strategies vs. Corporate Strategies
9/7	Chapter 4	Strategy – Behavior Alignment: Cost Leadership Strategy	GLA 4: The Cleveland Browns and Strategic Positioning Quiz 2: Chapter 4, PPT Slides and Handouts Group Case Report 1 introduced: Apple Inc. vs. Hermès
9/14	Chapter 5 Review Chapter 5 PPT Slides Handout: Goods & Services Categories Handout: Vertical and Horizontal Differentiations	Strategy – Behavior Alignment: Differentiation Strategy	GLA 5: Hotelling and the U.S. Political Parties. (AI Supported)
9/21	Chapter 5	Strategy – Behavior Alignment: Differentiation Strategy	Group Case Report 1 Instructions: Apple Inc. Vs. Hermès Quiz 3: Chapter 5, PPT Slides and Handouts
9/28	Covers Chapters 1, 4 and 5, and handouts		Thursday Exam 1 Thursday Group Case Report 1 due
10/5	Chapter 2: General Environment SWOT Analysis I: Looking Outside for Opportunities and Threats	The External Environment: Adaptation	GLA 6: Declining birth rates and business adaptation (AI Supported)
10/12	Chapter 2: Industry Environment	Industry Structures and Threats	GLA 7: Soccer Vs. Football (AI Supported)
10/19	Super League to Super Fail		GLA 8: Soccer Vs. Football (AI Supported) Quiz 4: Chapter 2, PPT Slides and Handouts
10/26	Chapter 3: Resources and Capabilities	Competing on Resources	
11/2	Chapter 3: Resources and Capabilities SWOT Analysis II: Looking Inside for Strengths and Weaknesses	Understanding Strengths and Weaknesses	GLA 9: In-class case analysis
11/9	Chapter 3: Resources and Capabilities	Competing on Resources and Capabilities	GLA 10: Proactive vs. Reactive Tactics (AI Supported) Quiz 5: Chapter 3, PPT Slides and Handouts
11/16	Economies of Scale Vs. Economies of Scope. Chapter 8 & 9: Vertical Diversification	Understanding Vertical and Horizontal Diversification Why Do Businesses Diversify	Nike Case Report Instructions
11/23	Chapter 8 & 9: Horizontal Diversification	Understanding Vertical and Horizontal Diversification	Understanding the Apple Ecosystem Quiz 6: Chapter 8&9, PPT Slides and Handouts
11/30	Covers Chapters 1, 2, 3, 8, 9, and handouts		Thursday Exam 2 Comprehensive Business Exam
12/7	Finals Week		Monday (12/27) Nike Case Due Comprehensive Business Exam

The course schedule, policies, procedures, and assignments in this course are subject to change in the event of extenuating circumstances, by mutual agreement, and/or to ensure better learning.