

MGT 4850 - Strategic Management

Fall 2026 Syllabus, Section 04, CRN 43066,

Credit hours: 3

Instructor

Ramesh Dangol

Professional Qualifications:

Ph.D. Management, Purdue University, 2012

MBA, Ball State University, 2022

BA, Economics, Middlebury College, 1997

Dr.

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Additional Contact Methods:

Blackboard

Preferred Contact Method: Blackboard

Communication Expectations:

This course is built on open, respectful, and professional communication. You are encouraged to ask questions, share ideas, and engage thoughtfully with classmates and the instructor. All communication (in class, via email, and on Blackboard) should follow professional business etiquette.

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 Inc	Rothaermel, FT	Rothaermel, FT

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
10/19	Module 1 Chapter 1 Video Lectures: What Is Strategy? (see Blackboard for video links) Module 2 Chapter 4 Video Lectures: Cost leadership strategy (see Blackboard for video links)	What is Strategy? Cost Leadership Strategy: Building Advantage Through Low Costs	Discussion 1: Not Every Business Decision Is Strategy, Just Like Not Everything That Shines Is Gold (Please post your initial response by 11:59 PM EST Wednesday, and comment on the post of one classmate by 11:59 PM EST Sunday.) Quiz 1: Chapter 1 PPT Slides (11:59 PM EST Sunday.) Discussion 2: The Cleveland Browns: A Business Strategy Case (Please post your initial response by 11:59 PM EST Wednesday, and comment on the post of one classmate by 11:59 PM EST Sunday.) Quiz 2: Chapter 4 PPT Slides (11:59 PM EST Sunday.)
10/26	Module 3 Chapter 5 Review Chapter 5 PPT Slides Video Lectures: Differentiation strategy (see Blackboard for video links)	Differentiation Strategy: Why Customers Are Willing to Pay More	Discussion 3: The Tale of Two Companies – Hermès and Apple Inc. (Please post your initial response by 11:59 PM EST Wednesday, and comment on the post of one classmate by 11:59 PM EST Sunday.) Quiz 3: Chapter 5 PPT Slides (11:59 PM EST Sunday.)
11/2			Exam 1: covers Chapter 1, 4, and 5 Group Case Report 1 Instructions: Cost Leadership vs. Differentiation – The Tale of Two Companies: Hermès and Apple Inc.
11/9	Chapter 2 Review Chapter 2 PPT Slides Video Lectures: External and Industry Environments (see Blackboard for video links)	Adapting to the External and Industry Environment for Competitive Advantage	Discussion 4 : Markell and Her Dilemma (Please post your initial response by 11:59 PM EST Wednesday, and comment on the post of one classmate by 11:59 PM EST Sunday.) Quiz 4: Chapter 2 PPT Slides (11:59 PM EST Sunday.)
11/16	Chapter 3 Review Chapter 3 PPT Slides Video Lectures: Internal Environments (see Blackboard for video links)	Building Resources and Capabilities for Competitive Advantage	Discussion 5: Not all resources are valuable and rare, just like not everything that glitters is gold. (Please post your initial response by 11:59 PM EST Wednesday, and comment the post of one classmate by 11:59 PM EST Sunday.) Quiz 5: Chapter 3 PPT Slides (11:59 PM EST Sunday.)
11/23	Chapters 8 & 9	Why Do Businesses Diversify	Understanding the Apple Ecosystem Quiz 6: Chapters 8 and 9 (PPT Slides and Handouts)
11/30	Nike Case Chapters 1, 2, 3, 8, and 9		Exam 2 (11:59 PM EST Sunday.) Individual Case Analysis: Nike Inc. (11:59 PM EST Sunday.)

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