

MGT 4850 - Strategic Management

Fall 2026 Syllabus, Section A01, CRN 43666,

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.

Email: rdangol@ysu.edu

Office: WCBA 3355

Office Phone: WCBA 3355

Additional Contact Methods:

Blackboard

Preferred Contact Method: Blackboard

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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