MGT 4850 - Strategic Management

Summer 2026 Syllabus, Section 03, CRN 30012,

Credit hours: 3

Instructor

Ramesh Dangol

Professional Qualifications:
Ph. D., Strategic Management, Purdue University
Master's, MBA, Ball State University
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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

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

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
6/29	Module 1 Chapter 1, pages 2 -20 Video Lectures: What Is Strategy? (see Blackboard for video links)	What is Strategy?	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 posts of two classmates by 11:59 PM EST Sunday.) Quiz 1 (11:59 PM EST Sunday)

7/6	Module 2 Chapter 4 Video Lectures: Cost leadership strategy (see Blackboard for video links)	Cost Leadership Strategy: Building Advantage Through Low Costs	Discussion 2: The Cleveland Browns: A Business Strategy Case Please post your initial response by 11:59 PM EST Wednesday, and comment on the posts of two classmates by 11:59 PM EST Sunday. Quiz 2: Chapter 4 PPT Slides (11:59 PM EST Sunday.
7/13	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 for Two Companies – Hermès and Apple Inc. (Please post your initial response by 11:59 PM EST Wednesday, and comment on the posts of two classmates by 11:59 PM EST Sunday.) Quiz 3: Chapter 5 PPT Slides (11:59 PM EST Sunday.)
7/20	Case 1: The Cleveland Browns Case 2: The Tale for Two Companies – Hermès and Apple Inc.		Exam 1: covers Chapter 1. 4 and 5 Case Repot : please review BlackBoard for instructions and rubric
7/27	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 Delima (Please post your initial response by 11:59 PM EST Wednesday, and comment on the posts of two classmates by 11:59 PM EST Sunday.) Quiz 4: Chapter 2 PPT Slides (11:59 PM EST Sunday)
8/3	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 commentn the posts of two classmates by 11:59 PM EST Sunday.) Quiz 5: Chapter 3 PPT Slides (11:59 PM EST Sunday)
8/10	Nike Case Chapter 1, 2 and 3	Exam 2 and Case Analysis	Exam 2 (11:59 PM EST Sunday) Case Analysis: Nike Inc (11:59 PM EST Sunday)

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.