

MGT 4850 - Strategic Management

Summer 2026 Syllabus, Section A01, CRN 30928,

Credit hours: 3

Instructor

Ramesh Dangol

Professional Qualifications:

Professional Qualifications:

Ph. D., Strategic Management, Purdue University

Master's, MBA, Ball State University

Bachelor's, Economics, Middlebury College

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Dr

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.