
STRATEGIC MANAGEMENT in Spring 2021 (BA5071)

Course Code	BA5071	Professor(s)	Kate Yue Zhang
Prerequisites	None	Office Number	G2A04
Class Schedule	M: 15:20-18:15 in PL-4	Office Hours	By appointment
Credits	2	Email	kzhang@aup.edu
Semester	Spring 2021	Office Tel. Ext.	

Course Description

Unlike other business courses that concentrate narrowly on a particular function or piece of the business—accounting, finance, marketing, this is a “big picture” course. It cuts across the whole spectrum of business and management with a focus on businesses, sustainability (financial, social and environmental returns) and mission-based organizations. We explore strategy in a competitive environment, with an orientation towards a long-term direction, leveraging resources and competitive capabilities, and enhancing the prospects for success.

The course engages students with advanced themes in international management strategy, both in theory and in practice. We will take a critical approach to understand how theory influences practice and how our perceptions of strategy evolve over time and circumstance. Furthermore, students will examine strategy in terms of specific cultural, international and organizational elements given specific sustainability and mission-based frameworks.

Through readings, in-class activities, assignments and cases, the course will explore how strategy influences the direction of organizations and businesses and how theoretical and societal trends influence practices in these areas. The course follows a participative model, so students are expected to be prepared and attend each course meeting. Moreover, students will have more opportunities to build their own skills through high levels of participation in class activities and simulations.

Course Learning Outcomes

To understand management strategy theories and concepts and apply them to current issues, problems, and opportunities involved in contemporary organizations, business and management;

To explore conceptual frameworks and models to analyze competitive situations and strategic dilemmas and gain insight into strategic management;

To acquire practical experience in dealing with strategic issues; and

To work in teams in order to achieve mutual goals in a competitive environment.

General Education

Course Outline

Textbooks

This course doesn't have any textbook.

Attendance Policy

Students studying at The American University of Paris are expected to attend ALL scheduled classes, and in case of absence, should contact their professors to explain the situation. It is the student's responsibility to be aware of any specific attendance policy that a faculty member might have set in the course syllabus. The French Department, for example, has its own attendance policy, and students are responsible for compliance. Academic Affairs will excuse an absence for students' participation in study trips related to their courses.

Attendance at all exams is mandatory.

IN ALL CASES OF MISSED COURSE MEETINGS, THE RESPONSIBILITY FOR COMMUNICATION WITH THE PROFESSOR, AND FOR ARRANGING TO MAKE UP MISSED WORK, RESTS SOLELY WITH THE STUDENT.

Whether an absence is excused or not is ALWAYS up to the discretion of the professor or the department. Unexcused absences can result in a low or failing participation grade. In the case of excessive absences, it is up to the professor or the department to decide if the student will receive an "F" for the course. An instructor may recommend that a student withdraw, if absences have made it impossible to continue in the course at a satisfactory level.

Students must be mindful of this policy when making their travel arrangements, and especially

during the Drop/Add and Exam Periods.

Grading Policy

Other
