

UNIVERSITY OF NEVADA LAS VEGAS

Management Department

MBA 787 Strategic Management

Course Description and Objectives

Strategic management deals with ways firms build and sustain superior competitive positions and achieve long-term profitability. This course develops an integrated view of the firm that encompasses functional areas such as operations, marketing, accounting, and finance. This course will equip you with new concepts and framework needed to be a successful corporate manager.

Course Prerequisite

Admitted to the MBA program This course is taken in the student's final year.

Course Materials

Cases. available on the WebCampus. No purchase necessary.

Textbook. No textbook is required.

WebCam. WebCam or PC/Laptop with Camera is required to take quiz online.

Course Requirements

At the beginning of the semester, students are expected to introduce themselves, take a practice quiz and conduct an informal team meeting. These activities are expected to be completed early in the semester and each activity is 10 pts.

Case Discussion (team or individual)

You will work in groups to discuss and present answers to case questions. In each case, 4 questions will be assigned. The student team will record the case discussion using Web conferencing Apps (e.g., WebEx, Zoom, etc.) and upload the video on the WebCampus (only 1 submission per team). Expect to spend more than 20 min per each case.

The quality of discussion will be evaluated, and scores will be given to "individual student" according to his or her degree of participation in the discussion. It is strongly recommended to review a case lecture (PPT slide) before discussing the case.

Case Analysis Assignment (Individual Written Assignment)

Each student should write about a page (12 font, single spaced) analysis for Case (3) Nordstrom. Students can write answers for assigned questions in essay form.

Quiz (individual)

2	Case (2) Gravity Payments	
	Industry Analysis	
	Case (3) Nordstrom (<i>individual written assignment</i>)	
	Resources and Capabilities, Strategy Paradigms	
	Kick-off Presentation (Company Strategic Analysis)	Kick-Off Presentation Case(3) Written Assignment
	Spring Break	
3	Business-level strategy	
	Case (4) Macy's	
	Corporate-level strategy	
	Case (5) Amazon	

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Note: I take peer evaluations very seriously. They may result in lower or higher grades by adjusting your score related to your team activities.

Grading Scale

Below is the weighting of the components of the course grade and points to letter grades.

Course pts. to letter grade equivalents

950 – 1000 = A

900 – 949 = A-

870 – 899 = B+

840 – 869 = B