

Syllabus of Strategic Management

1. **Course Number:** 60168062

2. **Instructors**

- ✧ Xiang Liu (instructor)
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 - Office: Rm 514, Shunde Bldg
 - Office hour: by appointment

3. **Textbooks & References**

- ✧ Hitt, M. A., Ireland, R. D., & Hoskisson, R. E. (2010). Strategic management: Concepts: Competitiveness and globalization.
- ✧ Coursera strategic management course
- ✧ Various YouTube channels

4. **Schedule (tentative)**

Week	Topics	Format
1	Introduction	Lecture
2	Strategic Competitiveness	Lecture
3	External Environment	Lecture
4	Internal Organization	Lecture
5	Business-level Strategy	Lecture
6		Discussion
7	Competitive Rivalry	Lecture
8		Discussion
9	Corporate-level Strategy	Lecture
10		Discussion
11	International Strategy	Lecture
D12		Discussion
13	Strategic Leadership	Lecture
14		Discussion
15	Review	Lecture
16	Final Exam	Exam

5. Grading

Attendance & Participation	10%
Homework	25%
Presentation (in groups)	35%
Exam	30%

- ✧ Late homework submissions get no points
- ✧ Zero tolerance for plagiarism