



Business and Economics

MGMT 302 : Strategic Management (15 POINTS)

Course Prescription

Examines the processes of formulating and implementing strategies, and the critical thinking behind the multifaceted role of organisations in complex business environments. Focuses on strategy issues in and between a range of commercial and public organisations, from entrepreneurial firms to multinational corporations.

Course Overview

MGMT 302 “Strategic Management” is the only Stage 3 course that fits with any of the Management, International Business, or Innovation & Entrepreneurship majors. Drawing on your existing knowledge together with strategic management topics provided through the course, you will learn to develop a strategic ‘big picture’ perspective. Your learning will be advanced through your weekly discussions of business case studies of real organisations. This will work to improve your discussion skills, and so it is required that you are well prepared to talk in class.

Course Requirements

Prerequisite: 15 points from BUSINESS 200, ENGGEN 302, 303, MGMT 202, 211, SCIGEN 201 Restriction: BUSINESS 304

Capabilities Developed in this Course

- Capability 1: Disciplinary Knowledge and Practice
- Capability 2: Critical Thinking
- Capability 3: Solution Seeking
- Capability 4: Communication and Engagement
- Capability 5: Independence and Integrity

Graduate Profile: [Bachelor of Commerce](#)

Learning Outcomes

By the end of this course, students will be able to:

1. Do the work of strategy, and presenting that work in the typical context of strategy work (e.g., group discussions), in a manner that others—working in the field of strategy—will regard as being competently done. (Capability 1, 2 and 3)
2. Manage one's own participation in a discussion and that of other participants. (Capability 4.1, 4.3 and 5.1)
3. Fluency in the vocabulary of strategy. (Capability 1)
4. Identify an organization's strategy in terms of its 'content', 'process', and 'context'. (Capability 1 and 2)

Assessments

| Assessment Type | Percentage | Classification |
|----------------------------------|------------|-----------------------|
| Quizzes | 40% | Individual Coursework |
| Contribution to case discussions | 60% | Individual Coursework |
| 2 types | 100% | |

| Assessment Type | Learning Outcome Addressed | | | |
|----------------------------------|----------------------------|---|---|---|
| | 1 | 2 | 3 | 4 |
| Quizzes | ✓ | | ✓ | ✓ |
| Contribution to case discussions | ✓ | ✓ | ✓ | |

Workload Expectations

This course is a standard 15 point course and to achieve an average grade, an average student is expected to spend at total of 150 hours of course related work across the six weeks of Summer School. I.e., about about 25 hours per week.

A typical week comprises two hours in-class quizzes and review, and six hours of in-class case discussion. The remain 17 hours should be split between (a) completing the week's readings, and (b) preparing your position on the cases.

Learning Resources

The textbook upon which this course is based is:

de Wit, B., Meyer, R., Smith, P. & Erakovic, L. (Eds.). (2015). BUSINESS 304 Strategic Management . (1st ed.). NZ: Cengage Learning.

This book is available either as a printed version or as an eBook. The printed edition is available through UBS.

To purchase the eBook, please do the following:

Visit <http://www.cengagebrain.co.nz>

Enter the print book ISBN in the “search” bar at the top of the page: 9780170-366564

Select the VitalSource eBook on the right of the page, and “add to cart”

Then simply follow the prompts to purchase.

Note: This textbook contains all of the readings required for the course, together with the majority of the cases that you will discuss. Any other cases will be available on Canvas.

Student Feedback

At the end of every semester students will be invited to give feedback on the course and teaching through a tool called SET or Qualtrics. The lecturers and course co-ordinators will consider all feedback and respond with summaries and actions.

Your feedback helps teachers to improve the course and its delivery for future students.

Class Representatives in each class can take feedback to the department and faculty staff-student consultative committees.

Other Information

The majority of your final grade comes from participating in case discussions, in class. If you have any concerns about your ability to do that, then this probably is not the course for you. However, if you want to work at becoming better at participating—at overcoming, say, shyness—we are happy to help with that.

Furthermore, many of the cases used in this course have either financial or operational data. You are expected to have sufficient numerical and financial ability to make sense of such information (e.g., at the level of first year accounting); the numbers matter.

Overall, to do well in this class, you need to participate in the class discussions, revealing the depth and quality of your analysis. If you are reluctant to put forward your views for consideration and discussion, you need to ask yourself “Should I be taking this course?”

Digital Resources

Course materials are made available in a learning and collaboration tool called Canvas which also includes reading lists and lecture recordings (where available).

Please remember that the recording of any class on a personal device requires the permission of the instructor.

Academic Integrity

The University of Auckland will not tolerate cheating, or assisting others to cheat, and views cheating in coursework as a serious academic offence. The work that a student submits for grading must be the student's own work, reflecting their learning. Where work from other sources is used, it must be properly acknowledged

and referenced. This requirement also applies to sources on the internet. A student's assessed work may be reviewed against online source material using computerised detection mechanisms.

Inclusive Learning

All students are asked to discuss any impairment related requirements privately, face to face and/or in written form with the course coordinator, lecturer or tutor.

Student Disability Services also provides support for students with a wide range of impairments, both visible and invisible, to succeed and excel at the University. For more information and contact details, please visit the [Student Disability Services' website](http://disability.auckland.ac.nz) <http://disability.auckland.ac.nz>

Special Circumstances

If your ability to complete assessed coursework is affected by illness or other personal circumstances outside of your control, contact a member of teaching staff as soon as possible before the assessment is due.

If your personal circumstances significantly affect your performance, or preparation, for an exam or eligible written test, refer to the University's [aegrotat or compassionate consideration page](https://www.auckland.ac.nz/en/students/academic-information/exams-and-final-results/during-exams/aegrotat-and-compassionate-consideration.html) <https://www.auckland.ac.nz/en/students/academic-information/exams-and-final-results/during-exams/aegrotat-and-compassionate-consideration.html>.

This should be done as soon as possible and no later than seven days after the affected test or exam date.

Learning Continuity

In the event of an unexpected disruption we undertake to maintain the continuity and standard of teaching and learning in all your courses throughout the year. If there are unexpected disruptions the University has contingency plans to ensure that access to your course continues and your assessment is fair, and not compromised. Some adjustments may need to be made in emergencies. You will be kept fully informed by your course co-ordinator, and if disruption occurs you should refer to the University Website for information about how to proceed.

Student Charter and Responsibilities

The Student Charter assumes and acknowledges that students are active participants in the learning process and that they have responsibilities to the institution and the international community of scholars. The University expects that students will act at all times in a way that demonstrates respect for the rights of other students and staff so that the learning environment is both safe and productive. For further information visit [Student Charter](https://www.auckland.ac.nz/en/students/forms-policies-and-guidelines/student-policies-and-guidelines/student-charter.html) <https://www.auckland.ac.nz/en/students/forms-policies-and-guidelines/student-policies-and-guidelines/student-charter.html>.

Disclaimer

Elements of this outline may be subject to change. The latest information about the course will be available for

enrolled students in Canvas.

In this course you may be asked to submit your coursework assessments digitally. The University reserves the right to conduct scheduled tests and examinations for this course online or through the use of computers or other electronic devices. Where tests or examinations are conducted online remote invigilation arrangements may be used. The final decision on the completion mode for a test or examination, and remote invigilation arrangements where applicable, will be advised to students at least 10 days prior to the scheduled date of the assessment, or in the case of an examination when the examination timetable is published.