

Department	International College of Liberal Arts		
Semester	Spring 2026	Year Offered (Odd/Even/Every Year)	Every Year
Course Number	BUSN240		
Course Title	Introduction to Strategic Management		
Prerequisites	None		
Course Instructor	FOWLER Randy	Year Available (Grade Level)	2
Subject Area	Global Business & Economics	Number of Credits	3
Class Style	Lecture	Language of instruction	English

(NOTE 1) Depending on the class size and the capacity of the facility, we may not be able to accommodate all students who wish to register for the course

Course Description	This course gives students a grounding in the principles of strategic management in business. Covering internal analysis, external analysis, and strategic moves, students will be given the necessary tools to guide organizations by means of deliberate and methodical choices. Lectures and discussions will seek to inculcate an understanding of the science, while class exercises will provide the necessary practice to cultivate the instincts for a subject that must, in the end, be mastered as an art.
Class plan based on course evaluation from previous academic year	N/A
Course related to the instructor's practical experience (Summary of experience)	N/A
Learning Goals	By the end of the course, students will have a comprehensive understanding of of the basics of business strategy, including internal and external strategic analyses, strategy formulation, and the latest developments in the strategy field.

iCLA Diploma Policy	DP2
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iCLA Diploma Policy

(DP1) To Value Knowledge – Having high oral and written communication skills to be able to both comprehend and transfer knowledge

(DP2) To Be Able to Adapt to a Changing World – Having critical, creative, problem-solving, intercultural skills, global and independent mindset to adopt to a changing world

(DP3) To Believe in Collaboration – Having a disposition to work effectively and inclusively in teams

(DP4) To Act from a Sense of Personal and Social Responsibility – Having good ethical and moral values to make positive impacts in the world

Active Learning Methods	Problem-Based Learning/Discussion, Debate/Group Work				
More details/supplemental information on Active Learning Methods	N/A				
Use of ICT	Lecture PowerPoint slides and articles will be uploaded to the campus system.				
Contents of class preparation and review	Students are expected to review the slides and their notes after each class session. Students must do any assigned readings in advance of class, and be prepared to discuss them during class.	Hours expected to be spent preparing for class (hours per week)	3 hours	Hours expected to be spent on class review (hours per week)	2 hours
Feedback Methods	The midterm exam will be returned to students in class, with scores and notes on the exam papers. All midterm questions and their associated answers will be reviewed and discussed in class. Final exam scores will be posted online. Students are welcome to request an individual review and discussion of their exam in person.				

Grading Criteria		
Grading Methods	Grading Weights	Grading Content
Midterm Exam	40%	
Final Exam	50%	
Class Participation	10%	

Required Textbook(s)	N/A
Other Reading Materials/URL	Relevant and timely articles as applicable.

Plagiarism Policy	Plagiarism in any form is not acceptable in this class. Instances of "sloppy plagiarism" (e.g. citing the appropriate source but failing to put a verbatim quotation in quotes) will result in a grade of zero for that assignment. Instances of overt plagiarism (i.e. a verbatim quote without acknowledging the actual author of the words, or paraphrasing someone else's work without attribution) will result in a failing grade for the course. It is important to be especially mindful with the use of AI, as it may generate plagiarized content which, if used in an assignment, the student alone will be held accountable for.
Other Additional Notes (Outline crucial policies and info not mentioned above)	Class attendance and engagement are especially important for doing well in this course, as exams will primarily cover material discussed in class.

(NOTE 2) Class schedule is subject to change

Class Schedule	
Class Number	Content
Class 1	Introduction: What is Strategy?
Class 2	Strategic Purpose
Class 3	Strategic Analysis: Internal Capabilities
Class 4	Strategic Analysis: Internal Capabilities II
Class 5	Strategic Analysis: Environment (Overview)
Class 6	Strategic Analysis: Environment (Remote)
Class 7	Strategic Analysis: Market
Class 8	Strategic Analysis: Market Research
Class 9	Strategic Analysis: Industry

Class 10	Strategic Analysis: Industry Case
Class 11	Strategic Analysis: Industry (Porter's Five Forces)
Class 12	Strategic Analysis: Industry (Porter's Five Forces Application)
Class 13	Strategic Analysis General Case
Class 14	Strategic Analysis Exercise
Class 15	Midterm Exam
Class 16	Strategic Choices: Corporate Level (Ansoff Product/Market Growth Matrix)
Class 17	Strategic Choices: Corporate Level (Other Growth Considerations)
Class 18	Strategic Choices: Corporate Level (Diversification)
Class 19	Strategic Choices: Corporate Level (Diversification: Related vs Unrelated)
Class 20	Strategic Choices: Corporate Level (Mergers & Acquisitions)
Class 21	Strategic Choices: Corporate Level (Mergers & Acquisitions II)
Class 22	Strategic Alliances

Class 23	Key Issues in International Strategy
Class 24	Strategic Choices: Business Level (Market Segmentation)
Class 25	Strategic Choices: Business Level (Differentiation & Cost)
Class 26	Strategic Choices: Business Level (Value & Price)
Class 27	Strategic Choices: Business Level (Value & Price II)
Class 28	Thinking outside the Box: Other Approaches to Strategy
Class 29	Strategy Exercise
Class 30	Final Exam