



Sungkyunkwan University (SKKU) International Summer Semester (ISS) 2020

Strategic Management

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SHORT COURSE DESCRIPTION

This course is designed to develop skills needed for analyzing a strategic problem to arrive at a strategic managerial decision about it after synthesizing all the relevant information. Specifically, one of the objectives of this course is to learn how to apply basic concepts of game theory to address strategic issues faced by businesses. Strategic managerial decisions by a manager are not static and cannot be made in isolation. Instead, a manager must account for the expected strategic actions and reactions of rival firms, subordinates, and superiors, etc., to his/her directives and proposals. Game theory is a powerful tool for examining strategic interactions among multiple players in a real business world.

In addition, this course is designed to provide tools and concepts for identifying the key drivers of superior performance of firms by focusing on strategic management issues. As a result, the second purpose of this course is to provide an opportunity for students to study and analyze both internal resources and external environmental forces of firms associated with firm performance. The course will allow students to bring together all of their learned functional skills (accounting, marketing, finance, etc.) and apply them to the study of strategic management issues faced by business firms.

Lastly, virtually every management decision being made today is influenced by international factors, and naive thinking about international politics, economics, cultures, and foreign competitors can have quick and adverse effects on a firm's bottom line. The final objective of this course is to provide relevant theoretical and practical insights on multinational enterprises (MNEs) to management students, so that the real world of international strategic management is better understood.

READING MATERIALS

Avinash K. Dixit & Barry J. Nalebuff, *Thinking Strategically*, 1st edition (1993), Norton
Pankaj Ghemawat, *Strategy and the Business Landscape*, 4th edition (2017), Ghemawat Publishing
Additional reading materials will be provided to students in digital before each class every week.

COURSE REQUIREMENTS AND GRADING

In-class Test (2):	200 pts.
Final Exam (1):	100 pts
Group Class Activities (11):	220 pts.
Participation:	150 pts.
Total Points:	670 pts.

Test: There will be three tests for this course during the summer term. These are either closed book/note tests or take-home exams. Although the final exam will not be comprehensive, the knowledge of the previous materials will be necessary. They will be comprised of multiple choice questions, case analyses, short answer questions, or problem-solving questions.

Group Class Activities: There will be eleven group activities in classes throughout this summer term. These group activities will be comprised of either (1) solving a problem set with game-theoretic situations or (2) discussing a case example and answering several questions attached to the case in a group. Each group is required to submit a group activity sheet with written answers to the instructor

before the end of each class. **There will be no make-up opportunities for missed group activities.** Detailed information will be discussed in the classes.

Participation: All students are encouraged to attend classes and participate in the group class activities in each class. In addition, each member of a group should submit eleven confidential peer evaluations (after each group class activity is finished) to the instructor on the performance and contribution of his/her team members. **Peer evaluations will be used to assess each student's contribution to each group project.**

Final Grade

90%	A
80%	B
70%	C
60%	D
Below 60%	F

* Pass (P): Grade of 60% or above

* Fail (F): Grade below 60%

COURSE POLICIES

Attendance: Class attendance and participation are fundamental components of learning, so punctual attendance at all classes, for the full class meeting period, is expected of SKKU ISS students. If a student must miss a class or leave early, **s/he needs to notify the instructor in advance.** The student is responsible for any assignments or requirements missed during an absence.

* Pass (P): Attendance of 80% or above (within 3 unexcused absence)

* Fail (F): Attendance below 80% (4 or more unexcused absence)

Make-Up Examinations: Because the instructor of this course believes that examinations represent a critical component of student learning, required examinations should be taken during the regularly scheduled class period. **No make-up examinations are available.** Exceptions may be granted only by the instructor, and only for unavoidable circumstances (illness verified by a signed physician's note, participation in subpoenas, jury duty, military service, bereavement, or religious observance).

Academic Integrity:

All members of the SKKU ISS shall refrain from academic dishonesty and misconduct in all forms, including plagiarism, cheating, misrepresentation, fabrication, and falsehood. Plagiarism or cheating on the part of the student in individual or group academic work or in examination behavior will result minimally in the instructor assigning the grade of "F" for the assignment or examination. In addition, all instances of academic dishonesty must be reported to the instructor of this course.

COURSE SCHEDULE

This course outline is subject to change by the instructor. It is likely that there are some subjects we will explore in more depth.

– WEEK I –

Thursday (25 June)

Dixit & Nalebuff, Chapter 2

Session 1: Introduction & Organization of the Class

Session 2: Games Solvable by Backward Reasoning / Multistage Games

* **Group Class Activity 1: Problem Set #1**

Friday (26 June)

Dixit & Nalebuff, Chapter 4 & 3

Session 3: A Beautiful Equilibrium / Simultaneous-Move Games

Session 4: Prisoners' Dilemma and How to Resolve Them / Repeated Games

* **Group Class Activity 2: Problem Set #2**

– WEEK II –

Monday (29 June)

Dixit & Nalebuff, Chapter 6 & 7

Session 5: Strategic Moves

Session 6: Making Strategies Credible

* **Group Class Activity 3: Problem Set #3**

Tuesday (30 June)

Dixit & Nalebuff, Chapter 5 & 9

Session 7: Choice and Chance / Mixed Strategies

Session 8: Cooperation and Coordination

* **Group Class Activity 4: Problem Set #4**

Wednesday (1 July)

Session 9: **IN-CLASS TEST 1 (CHAPTER 2, 3, 4, 5, 6, 7, 9 & Class Materials)**

Thursday (2 July)

Ghemawat, Chapter 2

Session 10: Industry Analysis – The Fundamentals I

Session 11: Industry Analysis – The Fundamentals II

* **Group Class Activity 5: Case Study #1 (US Steel Industry)**

– WEEK III –

Monday (6 July)

Ghemawat, Chapter 5

Session 12: Analyzing Resources and Capabilities I

Session 13: Analyzing Resources and Capabilities II

* **Group Class Activity 6: Case Study #2 (Netflix)**

Tuesday (7 July)

Ghemawat, Chapter 3

Session 14: Competitive Advantage – Cost versus Differentiation I

Session 15: Competitive Advantage – Cost versus Differentiation II

* **Group Class Activity 7: Case Study #3 (Krispy Kreme)**

Wednesday (8 July)

Ghemawat, Chapter 6

Session 16: Vertical Integration versus Diversification I

Session 17: Vertical Integration versus Diversification II

* **Group Class Activity 8: Case Study #4 (Samsung Electronics)**

Thursday (9 July)

Session 18: **IN-CLASS TEST 2 (CHAPTER 2, 3, 5, 6 & Class Materials)**

– WEEK IV –

Monday (13 July)

Handouts & Ghemawat, Chapter 7

Session 19: The MNEs and Internationalization

Session 20: Firm-specific Advantages (FSAs) vs. Country-specific Advantages (CSAs)

* **Group Class Activity 9: Case Study #5 (Benetton)**

Tuesday (14 July)

Session 21: **Field Trip to Samsung Innovation Museum (SIM) – Tentative**

Wednesday (15 July)

Handouts & Ghemawat, Chapter 7

Session 22: Single vs. Double Diamond Models

Session 23: Regional vs. Global Location Strategies

* **Group Class Activity 10: Case Study #6 (Manchester United)**

Thursday (16 July)

Handouts & Ghemawat, Chapter 7

Session 24: Economic Integration vs. National Responsiveness

Session 25: Review for Final

* **Group Class Activity 11: Case Study #7 (Local Beer)**

Friday (17 July)

Session 26: **FINAL (CHAPTER 7, Handouts & Class Materials Covered)**