

# STRT6318 Course Syllabus

## Instructor Information

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## Course Description

Provides the fundamental concepts for understanding and managing strategy in a competitive context. Focuses on analysis, critical thinking, and making strategic decisions. Discusses the analytical tools to examine the industry and firm context. Explores the design and execution of strategies to compete successfully and sustainably. Investigates the strategic changes involved as firms grow and expand into new businesses and geographic markets. Very much focused on the institutional complexity, current risks and opportunities that firm decision-makers face daily.

## Course Outcomes

This course provides you the opportunity to:

1. Analyze the strategy, strategic choices, and positioning of companies through the application of core strategy concepts.
2. Identify the compounding effects of strategy execution in generating long-term profitable growth.
3. Articulate the principles of new market creation.
4. Distinguish foreign market entry strategies and emerging markets.
5. Recognize non market strategies in weak institutional settings.
6. Assesses strategic governance and its application on sustainability.
7. Examines strategic and moral dimensions of stakeholder strategy.

## Required Course Materials

There is no required textbook that need to be purchased.

Coursepack - The coursepack readings are essential for your learning in this course and are required. However, if you already have access to some of these readings, you may purchase only those materials you do not have access to.

Other readings are listed on the Module Readings page within each module.

## Course Structure and Activities

There are seven modules in a course and each module represents one week of learning. Assignments are generally due at the end of the week (Sundays) unless otherwise noted. Be sure to check the syllabus, your announcements, and/or assignment pages for exact due dates. Learners are encouraged to look ahead at the assignments in order to best prepare their time.

This course includes the following required activities:

- **Case Studies:** Case Studies are mainly designed to give you an opportunity to deepen your understanding of the readings for the week. You will receive individual grades for each of them.
- **Graded Discussions:** These weekly submissions aim to provide you with an opportunity to reflect on your learning and to share your thoughts and experiences with the class in a professional community discussion space. This is a great venue to present your ideas or reflections for feedback and to elicit ideas from your peers.
- **Final Project:** At the end of the course, you will complete a final project, providing an opportunity to apply the many concepts learned throughout the course.
- **Non-graded Learning Activities:** Throughout the course there will be opportunities for you to self-assess your learning to help you gauge your comprehension of core concepts and uncover any gaps.

## Discussion Board Guidelines

This course incorporates discussion board assignments which provide opportunities to engage with your peers in discussions around weekly themes and topics.

**When you post,** think of a thesis and how best to support it. If you are the first to post, be sure to provide a careful analysis, strong (bold) argument (thesis), and open-ended questions that invite dialogue. Be sure to check back to see if anybody has responded to you. Does someone's comment make you think twice about your view? Help keep the conversation going and move the dialogue along. Introduce new ideas, but also build on what others have said.

**When responding to others,** look for posts that contradict or support your own thoughts, or posts that seem to fall short on an aspect that is important to you. In your response, you can also turn your own thoughts into questions, offer your position, or play the devil's advocate.

## Class Schedule and Grade Distribution

Please note: For more information about specific assignments, see assignment pages in Canvas, and refer to the Course Summary below for exact due dates.

Activity	% of Grade	Week Due
Academic Integrity Attestation	0%	Week 1
Graded Discussions	30%	Weeks 1, 3, & 5
Case Studies	45%	Weeks, 2, 4, & 6
Final Project	25%	Week 7
Non-graded Learning Activities	0%	Open Practice
Faculty Connect Sessions	0%	Weekly

## Grading Scale

At the discretion of the instructor, a weighted average across graded components may be calculated at the end of the course to determine the final grade earned. The standard Northeastern University grading system, with numeric GPA and the final letter grade correspondence, is as follows:

### Grading Scale

Grade	Range	GPA
A	100-93.0%	4.000
A-	92.9-90%	3.667
B+	89.9-87%	3.333
B	86.9-83%	3.000
B-	82.9-80%	2.667
C+	79.9-77%	2.333
C	76.9-73%	2.000
C-	72.9-70%	1.667

<b>Grade</b>	<b>Range</b>	<b>GPA</b>
F	Below 69.9%	0.000

## **Late Policy**

Students are responsible for submitting assignments by posted deadlines. Deductions will be automatically applied to late submissions based on the time elapsed after the deadline:

1. 10% deduction within 24 hours
2. 25% deduction within 24-48 hours
3. 50% deduction within 48-72 hours
4. Zero credit if submitted more than 72 hours after the deadline

Exceptions to the late policy will be considered only in the event of an approved extension request.

**Important:** There are no exceptions or extensions for the final **week** project/assignment deadlines in a course. They must be turned in by the deadline to receive a grade, due to the nature of the final grade entry deadlines enforced by Northeastern University.

## **Extension Request Policy**

Students should only request an extension in the event of an emergency or other extenuating circumstance that impacts academic progress. When foreseeable, requests should occur before the assignment deadline. Requests received more than 24 hours after the deadline will not be considered. Extension requests will be considered by the faculty member on a case-by-case basis. If approved by the faculty member, it is at the discretion of the faculty member to determine the extended deadline and any associated penalties.

## **Extension Request Monitoring and Accountability**

The program team tracks and monitors all extension requests. Repeated requests for extensions across multiple courses may raise concerns regarding a student's overall academic progress and time management skills. Such patterns will be reviewed, and interventions may be implemented to provide support and address underlying issues. Students are encouraged to manage their time effectively and seek help proactively to avoid frequent extension requests.

## Course Communication and Support

We have established three official communication channels, including Course Announcements, Discussions QA Forum, and [onlinemba@northeastern.edu](mailto:onlinemba@northeastern.edu) program email, to provide standardized and efficient communication. Regularly checking these platforms will keep you abreast of updates and announcements crucial to your academic journey.

Adherence to communication guidelines is vital for fostering a positive and collaborative learning environment. Please maintain a respectful tone in all interactions, utilize official channels exclusively, and exercise patience as our support staff ensures accurate and comprehensive responses.

There are many people who will support you throughout your time at Northeastern. Within this course you will have faculty, teaching assistants (TA), and a success manager. Their commitment is to provide you with unwavering support, ensuring your success both inside and outside the academic realm at Northeastern.

For more information on the types of questions suitable for each channel, communication guidelines, and the roles and responsibilities of the course team, please visit the Course Communication and Support page.

To access 24-hour Canvas support, click on the Help icon in the Canvas menu (the menu in black and red) and on the far left of any Canvas screen. For more detailed information regarding course navigation, please review the program onboarding course.

## Live Sessions

Distinctly different from lecture-style synchronous sessions, Northeastern University focuses on offering you unique opportunities to interact with academic, industry, and thought leaders in your field, which cultivates your virtual community and expands your professional network. There are three types of live sessions to look forward to throughout the course: Faculty Connect Sessions, Faculty Office Hours, and TA Office Hours.

### Faculty Connect:

Faculty Connect Sessions are scheduled virtual meetings that give you the opportunity to interact with faculty and peers to build a virtual community. These sessions are designed to offer a deeper understanding of the subject matter and bring clarity to project requirements. **Please note, these sessions are not traditional lectures and while not required are heavily encouraged for students to attend to boost comprehension of module content.**

## Office Hours:

Every week, instructors and teaching assistants will have dedicated scheduled office hours — a virtual open door that gives you the ability to connect directly with them in a meeting. You are encouraged to submit questions in advance of the session to allow the faculty time to prepare responses.

The live session recordings will be posted every week for your review. The live session recordings will be posted every week for your review. Click on the Faculty Connect button on the home page.

## Course Tools

### Canvas

Canvas is where academic discussions (if applicable) will take place and where course assignments are submitted.

To access 24-hour Canvas support, click on the **Help icon** in the menu (in black and red) and on the far left of any Canvas screen. Below are some guides you might find useful as you progress through the course.

- [Canvas Student Guides](#): This page contains a list of all the student help guides.
- **Question and Answer Discussion**: Use this discussion for all course related questions. Access this discussion from the button on the homepage or the left navigation menu.

### Zoom

The Faculty Connect Live Sessions and Office Hours will be conducted using this synchronous meeting tool. This provides you with opportunities for face-to-face interactions with faculty, peers, and industry professionals.

Your faculty may also incorporate the following in your Zoom Faculty Connect Live Sessions:

- Breakout rooms may provide opportunities for teamwork and problem solving
- Polling may be used as knowledge checks or to help your faculty determine how well students are comprehending the course material

## Special Accommodations/ADA

In accordance with the Americans with Disabilities Act (ADA 1990), Northeastern University seeks to provide equal access to its programs, services, and activities. If you will need accommodations in this class, please contact [Disability Access](#).

[Services](#) as soon as possible to make appropriate arrangements, and please provide the course instructors with any necessary documentation. The University requires that you provide documentation of your disabilities to the DRC so that they may identify what accommodations are required, and arrange with the instructor to provide those on your behalf, as needed.

## **Academic Integrity and the Use of AI**

All students must adhere to the university's [Academic Integrity Policy](#), which is available on the website of the Office of Student Conduct and Conflict Resolution (OSCCR). It is your responsibility, as the learner, to know these policies.

Please be particularly aware of the policy regarding plagiarism. Plagiarism involves representing anyone else's words or ideas as your own. It doesn't matter where you got these ideas—from a printed article or book, on the web, AI Chat, and related tools. In any of these cases, you must cite clearly and specifically the origin of this content.

Please consult an instructor if you have any confusion or concerns when preparing any of the assignments. You can also consult the [Avoiding Plagiarism guide](#) on the Northeastern University Library Website. If an academic integrity concern arises, one of the instructors will speak with you about it; if the discussion does not resolve the concern, we will refer the matter to OSCCR.

AI is an important part of the innovation landscape. We encourage you to use such tools when appropriate, but in no case, can you allow an AI Chatbot or related tool to do your writing for you, whether it is for an individual assignment or a group project. If you use AI tools of any kind, cite them appropriately. Please reference the [Northeastern Insider's Guide to Learning with AI](#) for more information on best practices.

All learners will be asked to complete an academic integrity & AI attestation at the beginning of the course in order to access weekly module content.

## **Northeastern University Copyright Statement**

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