

The Hong Kong Polytechnic University

Subject Description Form

Subject Code	MM633
Subject Title	Research in Strategic Management
Credit Value	3
Level	6
Pre-requisite/ Co-requisite/ Exclusion	None
Objectives	This subject provides an overview of major perspectives in strategic management and organization theory. It provides a survey of strategic and organization management research at an advanced (post-graduate) level. The objective is to prepare students to become future scholars capable of contributing to and advancing the field.
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> a. Grasp the fundamental elements of the strategic management process, understanding how firms formulate, implement, and evaluate strategies across various environmental conditions. b. Comprehend the primary theories and research methodologies employed by scholars in strategic and organizational management. c. To be able to understand the advantages and drawbacks of different theorizing approaches d. Develop a framework that enables students to identify and categorize different perspectives, as well as determine their own positions within these viewpoints.
Subject Synopsis/ Indicative Syllabus	<ul style="list-style-type: none"> • The nature and importance of the environment within which business and its management operate. • Analyze strategic and organizational issues from various perspectives. • Evaluate different methods/tools to analyze a firm's strategy making. • Mission, purpose and strategy making modes. • The behavioral, political, ethical, and social responsibility considerations in strategy analysis and choice. • Analysis and utilization of resources; core competence and capabilities; assess firms' resources to generate sustained competitive advantage. • Consolidation of strategies at the corporate level; quantum change and incrementalism. • The ability of firms in initiating, continuing or expanding international operations.

Teaching/Learning Methodology	This is a research-oriented subject designed to provide students with an opportunity to evaluate strategic and organization management theory and research. Emphasis will be placed on students' presentation and active participation in discussions of research articles and current issues and providing them the background to conduct high quality research.																																												
Assessment Methods in Alignment with Intended Learning Outcomes	<table border="1" data-bbox="440 331 1490 1035"> <thead> <tr> <th data-bbox="440 331 846 499" rowspan="2">Specific assessment methods/tasks</th> <th data-bbox="846 331 1000 499" rowspan="2">% weighting</th> <th colspan="4" data-bbox="1000 331 1490 426">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th> </tr> <tr> <th data-bbox="1000 426 1110 499">a.</th> <th data-bbox="1110 426 1240 499">b.</th> <th data-bbox="1240 426 1362 499"></th> <th data-bbox="1362 426 1490 499"></th> </tr> </thead> <tbody> <tr> <td data-bbox="440 499 846 569">Continuous Assessment*</td> <td data-bbox="846 499 1000 569">100%</td> <td data-bbox="1000 499 1110 569"></td> <td data-bbox="1110 499 1240 569"></td> <td data-bbox="1240 499 1362 569"></td> <td data-bbox="1362 499 1490 569"></td> </tr> <tr> <td data-bbox="440 569 846 701">1. In-class discussion of the articles reflecting the latest research in the field</td> <td data-bbox="846 569 1000 701">30%</td> <td data-bbox="1000 569 1110 701">✓</td> <td data-bbox="1110 569 1240 701">✓</td> <td data-bbox="1240 569 1362 701"></td> <td data-bbox="1362 569 1490 701"></td> </tr> <tr> <td data-bbox="440 701 846 869">2. Class Participation and Preparation which includes weekly memo, and active participation in class</td> <td data-bbox="846 701 1000 869">30%</td> <td data-bbox="1000 701 1110 869">✓</td> <td data-bbox="1110 701 1240 869">✓</td> <td data-bbox="1240 701 1362 869"></td> <td data-bbox="1362 701 1490 869"></td> </tr> <tr> <td data-bbox="440 869 846 968">3. A term paper of 7,500 – 10,000 words</td> <td data-bbox="846 869 1000 968">40%</td> <td data-bbox="1000 869 1110 968">✓</td> <td data-bbox="1110 869 1240 968">✓</td> <td data-bbox="1240 869 1362 968"></td> <td data-bbox="1362 869 1490 968"></td> </tr> <tr> <td data-bbox="440 968 846 1035">Total</td> <td data-bbox="846 968 1000 1035">100 %</td> <td data-bbox="1000 968 1110 1035"></td> <td data-bbox="1110 968 1240 1035"></td> <td data-bbox="1240 968 1362 1035"></td> <td data-bbox="1362 968 1490 1035"></td> </tr> </tbody> </table> <p data-bbox="440 1052 1507 1115">*Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.</p> <p data-bbox="440 1150 1507 1213">To pass this subject, students are required to obtain Grade D or above in the Continuous Assessment components.</p> <p data-bbox="440 1249 1507 1312">Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <p data-bbox="440 1318 1507 1518">Students are assigned research articles to read. They are then required to prepare written reviews on these articles. They also need to share and discuss these reviews in the class. This approach enables students to appreciate the latest strategic management theories and concepts and their relevant managerial implications. It also gives students an opportunity to appreciate the strengths and weaknesses of various strategic management investigations.</p>					Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)				a.	b.			Continuous Assessment*	100%					1. In-class discussion of the articles reflecting the latest research in the field	30%	✓	✓			2. Class Participation and Preparation which includes weekly memo, and active participation in class	30%	✓	✓			3. A term paper of 7,500 – 10,000 words	40%	✓	✓			Total	100 %				
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Student Study Effort Expected	Class contact:																																												
	▪ Lectures and seminars		39 Hrs.																																										
	Other student study effort:																																												
	▪ Preparation for lectures and seminars		39 Hrs.																																										
	▪ Preparation for assignment / presentation		78 Hrs.																																										

	Total student study effort	156 Hrs.
Reading List and References	<p>Selected articles from the following journals, for example:</p> <ul style="list-style-type: none"> Academy of Management Annal Academy of Management Journal Academy of Management Review Administrative Science Quarterly American Journal of Sociology American Sociological Review Management Science Organization Science Strategic Management Journal 	