

## Brief Course Outline

**Course Title:** **STRATEGIC MANAGEMENT FOR MOS**

**Course Number and Section**

MOS

4410B 550

**Instructor Name(s):** Jan Klakurka

**Instructor Email(s):** jklakurk@huron.uwo.ca

Disclaimer: Information in the brief course outline is subject to change. The syllabus posted on OWL Brightspace is the official and authoritative source of information for the course.

### Course Description:

This course examines how organizations succeed in reaching their goals through design and implementation of novel approaches and techniques that generate competitive advantage. Success in the marketplace is achieved by a balancing of formal processes and spontaneous creativity of the people that make up the organization, which manifest in the form of true innovation. This course will practice traditional strategic analysis together with taking on the role of “futurist” in analyzing each case organization industry – where it’s going, where it will end up, and what can be done to be on the top of each wave of innovation. Looking at strategy development and execution from a multi-dimensional perspective, this course will address the analyses and resulting decisions undertaken to capitalize on opportunities. The source of these opportunities will be revealed to be an optimization of firm people, processes, technologies, governance, and partnerships, operating with common objectives to lead in a competitive landscape today and tomorrow.

### Learning Outcomes: one outcome per entry

Learn about competitiveness of firms and markets

Gain knowledge of how to conduct an internal and external analysis of an organization

Understand the format, use and application of important strategic management models and frameworks

Appreciate the complexity of innovation and long-term planning for industry actors within everchanging contexts

Comprehend the differences in developing and applying strategy at different levels within the firm and across different geographies

### Textbooks and Course Materials:

Required:

Custom Case Package, available from [www.iveycases.com](http://www.iveycases.com); See Appendix A to this outline for ordering instructions (see page 17). The custom case package will cost approximately \$75.

Optional:

Strategic Analysis and Action (10th Edition) Mary M. Crossan et al, Pearson Education Canada, 2016, ISBN: 9780136473152  
Western Bookstore Link:  
[https://bookstore.uwo.ca/search/products?search=MOS%204410A%20Huron&sort=search\\_api\\_relevance%20DESC](https://bookstore.uwo.ca/search/products?search=MOS%204410A%20Huron&sort=search_api_relevance%20DESC) (Cost = \$68)  
Versions of the textbook back to the 7th edition are suitable if students wish to procure used texts for cost-saving purposes.

**Methods of Evaluation: one assignment per entry**

Assignment	Due Date mm/dd/yy	Weight - %
Class Participation	Daily	20
Case Assignments (x2)		20
Country Analysis	02/17/2025	15
Group Competitive Project	04/07/2026	20
Final Take-Home Assessment	Exam Period	25

In solidarity with the Anishinaabe, Haudenosaunee, Lūnaapéewak, and Chonnonton peoples on whose traditional treaty and unceded territories this course is shared.

Friday, December 12, 2025

# Huron Brief Course Outline

## In-course Costs

\$075.00

For Textbooks and Course Materials (below), you are required to include the cost of each textbook or other learning material.

Note whether there are any restrictions that would prevent a student from using a second-hand copy. Here is some suggested text:

- Required textbook: [author, title, edition, publisher, date]. Cost: [insert amount].
  - Or include the weblink of the textbook's publisher site that includes the cost information.
- Students need to purchase this edition. Second-hand or older editions will not be sufficient.
- OR Students are welcome to purchase second-hand or earlier editions of this textbook.
- This course has an optional field trip that costs [insert amount].
- This course has a required field component that costs [insert amount].