

MGT-3659-ESO Syllabus

Foundations of Strategy

SYLLABUS VERSION 4/14/2026 (SUBJECT TO UPDATES)

General Course Information & Instructor Information

Instructor	Katarzyna (Kasia) Swiech
Email	kswiech3@gatech.edu
Consultation / Office Hours	To be confirmed/updated
Course Prefix and Number	MGT-3659-ESO
Course Name	Foundations of Strategy
Semester and Academic Year	Summer 2026
Course Homepage	http://canvas.gatech.edu
Class Day/Time/Location	Fully at a Distance (BOR) – Asynchronous

Description

This course introduces the core concepts and analytical frameworks of strategic management, with a focus on understanding why some firms achieve superior performance relative to others. Strategy is the creation of a unique and valuable position, involving a different set of activities and choosing what *not* to do (Porter, 1996). In this class, we highlight that strategy is fundamentally about making deliberate, consequential choices under constraints. We will study concepts that are integral to what executives, managers, consultants, entrepreneurs, investors, and other professionals must accomplish when formulating, implementing, and evaluating business strategies.

Course Learning Outcomes

- Upon successful completion of this course, you should be able to explain the core concepts and frameworks of strategic management.
- Upon successful completion of this course, you should be able to evaluate strategic choices by assessing how firms create value through different sets of activities and trade-offs.
- Upon successful completion of this course, you should be able to apply strategic management frameworks to real business situations in order to formulate, assess, and communicate recommendations for action.

Required Course Materials

1. **Textbook:** McGraw Hill-Connect version of F.T. Rothaermel *Strategic Management*, 6th edition (2024).

The eBook and Connect functionality (both required for this course) can be purchased through a link available in Canvas (*to be provided soon*).

Once logged into Canvas, navigate to “Assignments” and find “eBook Access.” You should be directed to a registration website that will grant you access to both the eBook and the Connect platform.

If you have difficulty navigating to this purchase option, helpful instruction is available here: *Student Registration for Canvas with Regular Deep Integration*.

If you would like in addition to purchase a paper copy of the textbook also, all e-book chapters are drawn from *Strategic Management*, 6th edition by Frank T. Rothaermel (2024).

Grading Policy

4/14/2026 – Detailed information about each grade component will be provided in due course, prior to the beginning of the Summer session.

Description of Graded Components

1. **SmartBook Assignments**
 - *Details of the component to be updated.*
2. **Chapter Assignments**
 - *Details of the component to be updated.*
3. **HBS Case write-up**
 - *Details of the component to be updated.*
4. **Midterm exams (2)**
 - *Details of the component to be updated.*

Description	Share
A. SmartBook Assignments	14%
B. Chapter Assignments	21%
C. HBS Case write-up	15%
D. Midterm exams	50%
Totals:	100%

Notes:

- Examinations will be taken in an online, digitally-proctored environment.
- There is no final exam in this course.

Grade Scale

To be updated. Georgia Tech awards final grades on a scale of A, B, C, D, and F, with no +/- grades permitted.

Grade Dispute Policies and Procedures

To be updated.

Course Website or Classroom Management Tools

Canvas will be used for course announcements, assignments, and other course materials. Please make sure to check Canvas regularly, as it will contain important information about upcoming assignments and class concerns.

Sessions Plan

4/14/2026 – Detailed timetable will be provided in due course, prior to the beginning of the Summer session.

Course Mode

This course is being taught in an asynchronous mode. The course is being designed to allow you to consume content and complete assignments in a distributed fashion as much as possible.

Attendance and/or Participation

To be updated. Review Institute expectations and restrictions related to attendance, including information about excused absences.

Academic Integrity

Georgia Tech has established a clear Honor Code that can be viewed in its entirety at: <https://catalog.gatech.edu/policies/honor-code/>. It is your responsibility to familiarize yourself with it and its requirements. Academic dishonesty (plagiarism, falsification of attendance or assignment materials, etc.) is considered a serious offense and will not be tolerated. In cases in which I strongly suspect violations of academic integrity, I will directly file a case with the Office of Student Integrity. If a student is found accountable, he/she may be subject to sanctions as outlined in http://osi.gatech.edu/sites/default/files/documents/academic_sanction_guidelines.pdf. Violation will result in zero credit on the entire assignment/exam, and course failure or a drop in the final letter grade depending upon the severity of the circumstances.

Georgia Tech aims to cultivate a community based on trust, academic integrity, and honor. Students are expected to act according to the highest ethical standards. Review Georgia Tech's Honor Code and the Student Code of Conduct.

Collaboration, Group Work, and Use of Generative AI

You may use AI programs (e.g., ChatGPT) to help generate ideas and brainstorm. However, beware that the output may be incomplete or simply untrue and must be proofread and fact-checked. While AI can be used for idea generation, its overuse might stifle your own independent thinking and creativity. You may not submit any work directly generated by an AI program for any assignment in this course.

Accommodations for Students with Disabilities

If you wish to request an accommodation due to a documented disability, please inform your instructor and contact Disability Services as soon as possible. They can be reached at dsinfo@gatech.edu or 404-894-2563 (voice) / 404-894-1664 (TDD).

Student-Faculty Expectations Agreement

At Georgia Tech, we believe that it is important to strive for an atmosphere of mutual respect, acknowledgement, and responsibility between faculty members and the student body. The Student-Faculty Expectations articulate some basic expectations that you can have of me and that I have of you. In the end, simple respect for knowledge, hard work, and cordial interactions will help build the environment we seek. Therefore, I encourage you to remain committed to the ideals of Georgia Tech while in this class.

