



MACKENZIE PRESBYTERIAN UNIVERSITY
Social and Applied Sciences Centre
Graduate Program in Business Management

TEACHING PLAN

Graduate Program: Business Management								
Course: <input checked="" type="checkbox"/> Academic Master's <input type="checkbox"/> Professional Master's <input checked="" type="checkbox"/> Doctorate								
Discipline: Strategic Resource Management		Discipline code: ENST54944						
Professor: Fellipe Silva Martins		DRT: 1168235						
Workload: 32h	Credits: 2	<input type="checkbox"/> Mandatory <input checked="" type="checkbox"/> Elective						
Syllabus: Understanding what is competitive advantage under the Resource-Based View / Resource-Based Theory - RBV (RBV/RBT) approach. Characterization and identification of resources and strategic capabilities that make up the strategies for generating competitive advantage. Differentiation of this approach in relation to others in the area of Strategic Management. Relevant points and criticisms directed at RBV/RBT. Extensions of RBV/RBT (Knowledge-based view, practice-based view, etc.).								
Assessment Criteria: <table style="width: 100%;"><tr><td>Class participation</td><td style="text-align: right;">25%</td></tr><tr><td>Weekly assignment</td><td style="text-align: right;">25%</td></tr><tr><td>Research proposal</td><td style="text-align: right;">50%</td></tr></table>			Class participation	25%	Weekly assignment	25%	Research proposal	50%
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Bibliography: <p>Faulkner, D. O., & Campbell, A. (Eds.). (2006). <i>The Oxford handbook of strategy: a strategy overview and competitive strategy</i>. Oxford University Press. (CHAPTERS 1 & 2)</p> <p>Bracker, J. (1980). The historical development of the strategic management concept. <i>Academy of management review</i>, 5(2), 219-224.</p> <p>Nag, R., Hambrick, D. C., & Chen, M. J. (2007). What is strategic management, really? Inductive derivation of a consensus definition of the field. <i>Strategic management journal</i>, 28(9), 935-955.</p> <p>Rumelt, R. P., Schendel, D. E., & Teece, D. J. (1994). Fundamental issues in strategy: A research agenda: Harvard business school press. Boston, MA. (CHAPTERS 1 & 2)</p> <p>Teece, D. J. (2020). Fundamental issues in strategy: Time to reassess. <i>Strategic Management Review</i>, 1(1), 103-144.</p> <p>Porter, M. E. (1981). The contributions of industrial organization to strategic management. <i>Academy of management review</i>, 6(4), 609-620.</p> <p>Shrivastava, P. (1986). Is strategic management ideological?. <i>Journal of management</i>, 12(3), 363-377.</p> <p>Bettis, R. A. (1991). Strategic management and the straightjacket: An editorial essay. <i>Organization Science</i>, 2(3), 315-319.</p> <p>Rumelt, R. P., Schendel, D., & Teece, D. J. (1991). Strategic management and economics. <i>Strategic management journal</i>, 12(S2), 5-29.</p> <p>Hoopes, D., & Madsen, T. L. (2022). A Dynamic Theory of the Strategic Firm. <i>Strategic Management Review</i>, 3(2), 235-264.</p> <p>Barney, J. B. (1986). Strategic factor markets: Expectations, luck, and business strategy. <i>Management science</i>, 32(10), 1231-1241.</p> <p>Barney, J. B. (1986). Types of competition and the theory of strategy: Toward an integrative framework. <i>Academy of management review</i>, 11(4), 791-800.</p> <p>Barney, J. (1991). Firm resources and sustained competitive advantage. <i>Journal of management</i>, 17(1), 99-120.</p>								