

# The Manchester Full-time MBA

Core Course: **Strategy and Innovation**

MANCHESTER  
1824

The University of Manchester  
Alliance Manchester Business School

**This course provides a thorough understanding of strategy, combining theoretical knowledge with practical application.**

It delves into the core concepts of corporate strategy, industry analysis, and competitive advantage, equipping you with the tools to analyse complex business environments and formulate effective strategies.

Key topics covered in this course include corporate growth and development, growth strategies, firm design, and corporate aging.

Additional areas of focus include corporate failure, restructuring and turnaround, top management team design, and corporate IP management.

You will also explore market technologies, AI in managerial decisions, platform strategies, industry analysis, and innovation strategies, along with business purpose and strategic behaviour.

By the end of this course, you'll have a strong understanding of key strategic concepts and frameworks and the ability to conduct in-depth industry analyses to identify competitive advantages.

You'll be equipped to develop and implement strategies that drive growth and profitability, use data to inform strategic decisions and measure performance, and apply strategic thinking to tackle real-world business challenges.

## How you'll benefit

-  **In-depth Industry Analysis:** Learn to dissect industries, identify key drivers, and understand the impact of technological advancements on market dynamics.
-  **Strategic Design Perspective:** Gain the skills to develop strategies that drive growth, sustainability, and resilience.
-  **Real-World Case Studies:** Explore real-world examples to understand how successful companies implement strategic initiatives.
-  **Data-Driven Approach:** Utilise data analytics to inform decision-making and validate strategic choices.
-  **Multidisciplinary Perspective:** Draw on insights from management, strategy, industrial organisation, and organisational economics to develop a holistic understanding of business.

This course is designed for ambitious MBA candidates who aspire to become strategic leaders. You will develop the knowledge and skills to excel in today's dynamic business landscape.



### Reza Salehnejad

Reza is an economist who leads several MBA Core Courses at Alliance Manchester Business School. In addition to the University of Manchester, Reza has also previously conducted research and taught at other world-leading universities, including Oxford and Cambridge.

He has received numerous awards for teaching innovation at the University of Manchester. His publications include *Rationality, Bounded Rationality and Macroeconomics* (Mc Millan, 2007). Reza also offers consultancy and advice to venture capital firms.

**Have any further questions about the Full-time MBA?**

 Please get in touch - [mba@manchester.ac.uk](mailto:mba@manchester.ac.uk)

*This document provides an example of the course content and faculty members who will be teaching this MBA course; however, details are subject to change.*