

The Manchester Global Executive MBA

Core Course: **Strategy and Innovation Part A**

MANCHESTER
1824

The University of Manchester
Alliance Manchester Business School

This experience-driven course unit is designed around a dynamic mix of theory, implementation and group discussion that builds on the economics of strategy and, in particular, the application of principles of microeconomics and elements of non-cooperative game theory to competitive strategy evaluation and formulation.

In so doing, the unit provides students with a toolkit of critical perspectives for the rigorous and systematic analysis of the contemporary firm, managerial decision-making and strategy formulation and implementation.

The unit is focussed on application to real events and the evolving business environment. Consequently, it emphasises how technology, the transition to net-zero and other Environmental, Social and Governance (ESG) issues influence the behaviour of contemporary firms and the strategy formulation and implementation processes.

The unit is also directly linked to Strategy and Innovation (part B), which students will usually take after Strategy and Innovation (part A), as it provides solid Economics foundations that underpin strategy analysis.

Delivery method

This course is delivered through a 2-day in-person workshop followed by a 1-day online workshop and online learning.

How you'll benefit



Enhanced decision-making skills: Develop the abilities for a holistic, systematic and rigorous analysis of managerial and strategic decision-making;



Comprehensive economics of strategy knowledge: Develop a deep understanding of key principles of Economics and their relevance to real business and strategic decision-making;



Strategic thinking: Learn to think like a game theorist by gaining the ability to think about strategy from a competitive interdependence perspective;



Critical thinking: Learn to critically evaluate the effects of corporate governance, ESG elements, technology and managerial behaviour have on strategy and business performance;



Real-world application: Acquire practical knowledge and skills to understand the competitive environment, to evaluate organisation resources and capabilities, to analyse strategic options, and to effectively implement business strategy to gain sustainable competitive advantage.

By the end of the course, you will be equipped to think strategically and formulate and implement business and corporate strategies in a context of competitive interdependence.



Xavier Duran

Xavier Duran is a Strategy and Innovation (Part A) joint unit director and has delivered courses in Economics of Strategy, Managerial Economics, Public Finance and Microeconomics at AMBS and other institutions since 2001.

Xavier is a Senior Lecturer in Economics of Strategy at AMBS and has significant expertise in blended and transnational education. He leads the Global MBA programme at AMBS and its international pathways since 2017 in his role as Global MBA Director. He also concurrently led the Manchester Full-time MBA programme between 2017 and 2023.



Paul Patton

Paul Patton is a Strategy and Innovation (Part A) joint unit director. He has considerable experience in the education and training sector and has delivered Global MBA workshops internationally for over 20 years.

Paul specialises in strategy with expertise in topics ranging from Disruptive Technologies to the Sharing Economy, War Games and Game Theory. With particular focus on innovation, efficiencies, investment and profitability.

Have any further questions about the Global Executive MBA?



Please get in touch - global@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.