Happy Tuesday! This is Professor Sarit Markovich, Associate Chair of the Strategy Department.

Hope you are all doing well in these weird times. If you are new or back to Evanston—welcome (back)! It’s good to have you here!

Below you will find some information on electives the Strategy department offers this upcoming Fall quarter. Courses in Strategy improve students’ understanding of how the decisions of managers influence the economic performance of their firms. I hope that you find the below useful when selecting your courses for the upcoming quarter.

I have included information about the modality (Zoom only, In-class only, or Hybrid) the course will be taught. Feel free to reach out with any questions you might have.

**STRT-452 Strategy and Organization**—People respond to incentives and they do so in predictable ways. Starting with this simple premise, this course asks how managers can design incentives to get employees to do what they want them to do. The goal of the course is to offer a micro-economic approach to both the internal organization of firms and its relationship with the firms’ overall strategies. If you’re targeting consulting jobs and general management, you should definitely consider this course. (Two in-class only sections during the day and one Zoom only section in the evening)

**Healthcare Economics STRT-444**—This course examines the application of economic concepts to management problems and policy issues of the health sector. The course covers topics like measuring the benefits of healthcare, the role of insurance in spreading risk and altering incentives, price and non-price competition among providers, and proposed policies that are intended to contain costs. The course consists primarily of lectures, combined with two intensive antitrust "trials" which allow students to take a deep dive into the competitive and value creating strategies of provider and insurer organizations. (Zoom only)

**STRT-466 Strategic Challenges in Emerging Markets**—Many of the most attractive opportunities internationally lie in “emerging markets”. These business environments present special risks and challenges. Students will learn about these issues by integrating numerous business examples with insights from the latest economics and political science research to provide the international business manager with a cutting-edge, integrated perspective on globalization and a set of tools to manage the most prevalent business risks in emerging markets. (Two in-class only sections during the day and one Zoom only section in the evening)

**STRT-441 Intellectual Capital Management**—With globalization, intangible assets such as human capital, intellectual property, brands and relationships have become the dominant proportion of a firm’s market value. Yet most firms do a poor job of managing this intellectual capital strategically. This course adopts a "lifecycle" approach to the management of an intangible asset covering the
creation of the asset, the codification of the asset in the form of intellectual property (IP), the valuation of the assets, leveraging of same into future markets for growth. Case studies examine management challenges in artificial intelligence (AI), entertainment, finance, pharmaceuticals, consulting, venture capital, etc. You can learn more about the course in this short video. This is a great course for those interested in consulting, general management, and product development jobs. (Hybrid)

**Strategic Decisions: A Guide to Making Winning Choices (STRT-960-5)**—This course focuses on a different approach to strategy that is capability centered -- the premise that organizations will succeed in markets and offerings that best match what they are great at doing. Through case studies and current examples, the class will cover both the logic for why a capabilities-driven approach to strategy works - and how through effective execution it leads more often to success. Senior executives from winning companies leveraging this thinking will provide an inside view of what it is like to develop and execute this type of strategy approach. (Zoom only)

**STRT-460 International Business Strategy**—The course equips international business managers with a framework to formulate strategies that will help them compete in the global marketplace. The course examines the extent of global integration to date, how different international markets may be accessed, the implications of global competition, the fragmentation of production, etc. This is an important course to anyone interested in working in a multinational company. (Zoom only)

**STRT-435 Business Law**—This course provides a great survey of the legal concepts that managers and entrepreneurs will be exposed to in public, private, and non-profit enterprises. Students learn the fundamentals of torts (negligence and intentional), agency, product liability, antitrust, contracts, intellectual property, corporate governance and white collar criminal law (e.g. Foreign Corrupt Practices Act). (Hybrid)

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