



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

TEACHING PLAN

Graduate Program: Business Management		
Course: ☒ Academic Master's ☐ Professional Master's ☒ Doctorate		
Discipline: Behavioral Strategic Management		Discipline code: ENST54918
Professor: Fellipe Silva Martins		DRT: 1168235
Workload: 32h	Credits: 2	☐ Mandatory ☒ Elective
Syllabus: Strategy is a human construction (Andrews, 1971:107) and, as such, is influenced by several factors. Thus, strategic choices in organizations are consequences of fully human factors, including imagination, judgment, ideas, prejudices, biases and fatigue and, consequently, such a set of aspects is a field of study in frank growth. Behavioral strategic management applies cognitive and social psychology to the theory and practice of strategic management. It aims to strengthen the empirical integrity and practical usefulness of strategy theory by grounding strategic management in realistic assumptions about human cognition, emotion and social interaction. In this course, we focus on the behavioral trend within strategic management, taking into consideration the following objectives: • Provide a behavioral strategic management overview • Propose a knowledge base for future Behavioral Strategy-related projects • Contrast Behavioral Strategic Management with other strategic management trends and schools • Review some important works for the area		
Assessment Criteria:		
Class participation	25%	
Weekly assignment	25%	
Research proposal	50%	



Bibliography:

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- Borchardt, W., Kamzabek, T., & Lovallo, D. (2022). Behavioral strategy in the wild. *Management Research Review*, (ahead-of-print).
- Bromiley, P. (2009). *The behavioral foundations of strategic management*. John Wiley & Sons.
- Gavetti, G. (2012). PERSPECTIVE—Toward a behavioral theory of strategy. *Organization science*, 23(1), 267-285.
- Hambrick, D. C., & Crossland, C. (2018). A strategy for behavioral strategy: Appraisal of small, midsize, and large tent conceptions of this embryonic community. In *Behavioral strategy in perspective*. Emerald Publishing Limited.
- Powell, T. C., Lovallo, D., & Fox, C. R. (2011). Behavioral strategy. *Strategic Management Journal*, 32(13), 1369-1386.
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- Schrager, J. E., & Madansky, A. (2013). Behavioral strategy: a foundational view. *Journal of Strategy and Management*.
- Sibony, O., Lovallo, D., & Powell, T. C. (2017). Behavioral strategy and the strategic decision architecture of the firm. *California Management Review*, 59(3), 5-21.
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