

Bemidji State University

BUAD 4559: Strategic Management

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: *.*

Lab Hours/Week: *.*

OJT Hours/Week: *.*

Prerequisites:

This course requires all four of these prerequisite categories

1. BUAD 3351 - Management
And
2. BUAD 3361 - Marketing
And
3. BUAD 3771 - Financial Management
And
4. ACCT 3110 - Accounting Systems

Corequisites: None

MnTC Goals: None

Presents the top management perspective in an organization in terms of formulating and implementing corporate strategy. Written and oral presentations are required. Prerequisites: BUAD 3351, BUAD 3361, BUAD 3381 or ACCT 3110, and BUAD 3771.

B. COURSE EFFECTIVE DATES: 08/24/2009 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Introduction to Strategic Thinking
2. How to do a SWOT analysis and develop a TOWS Matrix
3. Developing a Grand Strategy and Financial Analysis
4. Five Forces of Competition and Forces of Competition
5. Business Strategy
6. Corporate Strategy
7. International Strategy

D. LEARNING OUTCOMES (General)

1. develop Knowledge: to be able to understand the concepts of strategy formulation and implementation in relation to the total enterprise
2. develop skill: The development of personal capacity to utilize the objective techniques for the implementation of corporate and business strategy utilizing effective communication (written and discussion) and team-building skills in the decision making process.
3. develop Attitudes: The development of personal values as a potential top manager in regard to one's basic philosophy of life.

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted