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