Bemidji State University

MBA 6145: Strategy and Management

A. COURSE DESCRIPTION

Credits: 3
Lecture Hours/Week: 0
Lab Hours/Week: 0
OJT Hours/Week: *.*
Prerequisites: None
Corequisites: None
MnTC Goals: None

This is a capstone class that is intended to provide coalescence for all the material that has been covered in preceding classes.

Students will be required to demonstrate their ability to effectively synthesize the knowledge, theories, and skills that they have learned within the MBA program and to effectively apply them in management settings. Real world case studies will be used as vehicles for evaluation and students will be expected to work in groups in order to demonstrate effective teamwork. Case presentations will involve both written and oral communication, with oral communication being provided through video feeds.

It involves several group case studies as well as the submission of a final real-world case study, created under the supervision of a business mentor in a real-world business setting. The oral presentation of this final case study will be evaluated by an Oral Presentation Committee. This committee will include the candidate's academic advisor and will consist of (a) at least two BSU graduate faculty members, one of whom must be from a department other than the Department of Business Administration; (b) a BSU approved professional in the field. The student is responsible for securing a résumé from the field representative; (c) final committee approval determined by the Department of Business Administration and the Dean of the College of Business, Technology and Communication. Full details of this case study will be provided in a separate document by the instructor. Prerequisites: Completion of all other courses in the MBA.

B. COURSE EFFECTIVE DATES: 08/25/2014 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Strategic Management and Leadership
2. Competitive Rivalry and Dynamics
3. Cooperative Strategy
4. Corporate-Level, Acquisition and Restructuring, and International Strategies
5. Corporate Governance
6. Strategic Entrepreneurship and Flexibility and Real Options Analysis
7. The External Environment
8. The Internal Organization
9. Business Level Strategy
D. LEARNING OUTCOMES (General)

1. Define and evaluate strategic management and its key attributes
2. Evaluate the strategic management process within organization
3. Evaluate the role of corporate governance and stakeholder management in the strategic management process
4. Evaluate the role of social responsibility and environmental sustainability in the strategic management process
5. Apply the tools of creating and maintaining competitive advantage
6. Apply the concepts of value creation and analyze the multiple pathways to achieving value
7. Understand globalization and the necessity analyze and implement the pathways to global strategies
8. Synthesize and implement strategic control and corporate governance
9. Synthesize and implement organizational structure for firms
10. Apply concepts of strategic leadership, organizational learning, innovation, and corporate entrepreneurship
11. Apply case analysis tools as an effective learning tool for the course
12. Apply concepts of strategic leadership, organizational learning, innovation, and corporate entrepreneurship

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted