COURSE TITLE: Strategic Management

COURSE NUMBER: MBA 8800

I. RATIONALE:

Strategic planning is essential to the long-term continuity, competitiveness and profitability of an organization. Effective techniques of assessing the organization’s internal and external environment and analyzing trends to formulate strategic plans are essential skills for managers in today’s turbulent business environment.

II. MAJOR INSTRUCTIONAL GOALS:

GOAL A:
Consider the broad view of the firm, and see that view as the Chief Executive Officer would have to see it in order to manage the firm effectively.

Learning Outcomes: The student will:

A-1 Demonstrate the ability to assess the internal and external environment of business using SWOT analysis and Porter’s Five Forces analysis.
A-2 Understand the reasons and techniques for measuring the firm’s competitive position and assessing competitor’s strategic and potential reactions to strategic plans.
A-3 Know the importance of political and social activities in the advancement of the organization and the individuals in that organization.
A-4 Identify the personal traits and management techniques that are essential to the efficient and effective functioning of the firm.

GOAL B:
Gain an appreciation of the firm's social responsibilities.

Learning Outcomes: The student will:

B-1 Develop a mission statement for an organization. This statement needs to include the purpose of the organization, how they will ethically fulfill that purpose and how they will interact with their customers, employees, society and the stockholders.
B-2 Investigate effective methods the organization can use to enhance their societal image and know the benefits of this enhancement.
B-3 Know the importance of having the organization be perceived by the public as
being ethical and concerned for the welfare of all its stakeholders.

B-4 Know the techniques for evaluating and enhancing customer and employee loyalty.

**GOAL C:**
Demonstrate analytical skill in evaluating case material.

**Learning Outcomes:** The student will:

C-1 Evaluate assigned cases using material from the text for historical data and research for developing a strategic plan for the organization in today’s business environment.

C-2 Use financial and ratio analyses to measure the fiscal condition of the firm in formulating short and long range goals and strategic plans.

C-3 Develop a trend and SWOT analysis and formulate a 3-5 year strategic plan and support its economic and financial feasibility by using the appropriate economic and financial analyses.

C-4 Develop a timeline/schedule for the implementation of the 3-5 year strategic plan.

**GOAL D:**
Demonstrate the ability to discuss and write the language of business in case material.

**Learning Outcomes:** The student will:

D-1 Demonstrate an ability to analyze businesses and associated opportunities and threats using clear, concise language.

D-2 Know the importance of accurate professional and timely methods of communication and how these items reflect on the perception of the individual.

D-3 Develop and present a 3-5 year strategic plan. This presentation will include an assessment of presentation skills, appearance, demeanor and response to audience participation.

**GOAL E:**
Comprehend the need of the manager to anticipate change in the firm's strategic environment.

**Learning Outcomes:** The student will:

E-1 Apply effective methods of assessing changes and trends in the firm’s external environment and propose actions to capitalize on these changes and trends.

E-2 Assess a firm’s internal environments for strengths and weaknesses and make recommendations to alter the firm’s internal environment to capitalize on changes in the external environment.
E-3 Formulate a plan for accumulating and organizing competitive intelligence where it plays a major role in the implementation of the proposed long range strategic plan.
E-4 Investigate techniques of management development and mentorship to ensure the organization will continue to have strong management and leadership.

GOAL F:
Acquire and search for new combinations of activities that will have positive results for the firm and society. (Creativity)

Learning Outcomes: The student will:

F-1 Understand the advantages and concerns of business relationships such as strategic alliances, mergers, and horizontal and vertical integration.
F-2 Know the importance of a firm remaining within its core businesses and the concerns and implications of venturing outside the firm’s core strengths.
F-3 Discuss the advantages and disadvantages of outsourcing and the methods of determining which business functions are candidates for being outsourced.
F-4 Explain the techniques of introducing and fostering creativity and innovation within an organization and how to develop these new ideas into new product/service offerings.

GOAL G:
Demonstrate the qualities necessary to achieve success as an effective manager in today's business environment.

Learning Outcomes: The student will:

G-1 Describe the importance of effective leadership in today’s business world and how leadership techniques may vary contingent on the situation.
G-2 Discuss the management techniques that are essential in the execution of the long range strategic plan.
G-3 Discuss motivational techniques used by managers and leaders to successfully operate businesses today.
G-4 Understand the importance that mentoring, role modeling, perception and attitude play in an individual’s career advancement.