

# Minnesota State University Moorhead

## MBA 688: Strategic Management

### A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: 0

OJT Hours/Week: \*.\*

Prerequisites:

This course requires either of these prerequisite categories

1. MBA 611 - Marketing Management

Or

2. MBA 651 - Organizational Behavior

Corequisites: None

MnTC Goals: None

Students take a top management perspective in studying strategic management principles, concepts and analytical techniques. Strategic management entails the analysis of internal and external environments of a firm to maximize the utilization of resources in relation to objectives.

**B. COURSE EFFECTIVE DATES:** 02/02/2016 - Present

### C. OUTLINE OF MAJOR CONTENT AREAS

### D. LEARNING OUTCOMES (General)

1. Analyze the general and industry environments in which businesses operate and recognize the importance of forecasts.
2. Conduct internal analysis of the firm using tools such as the value chain, financial ratios analysis and the resource-based view of the firm.
3. Demonstrate an understanding of the role, mission and goals have in helping a firm to formulate and implement its strategies.
4. Evaluate the advantages and disadvantages associated with different corporate strategies.
5. Evaluate the efficacy of different types of business-level strategies and how firms apply them in creating sustainable competitive advantages.
6. Identify and contrast methods for implementing the different corporate strategies.
7. Identify different types of diversification and restructuring corporate strategies.
8. Recognize the importance of intellectual, social and human capital in formulating business strategies.

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

None

### F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

### G. SPECIAL INFORMATION

None noted