

Minnesota State University Moorhead

MGMT 498: Strategic Management

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: 0

OJT Hours/Week: *.*

Prerequisites:

This course requires all six of these prerequisite categories

1. FINC 340 - Financial Management
And
2. MGMT 380 - Operations Management
And
3. ACCT 280 - Legal Environment of Business
And
4. MGMT 260 - Principles of Management
And
5. MKTG 270 - Principles of Marketing
And
6. MGMT 371 - Introduction to Business Analytics

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. This capstone course will be taken after completion of all other business core courses.

B. COURSE EFFECTIVE DATES: 02/02/2018 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Detailed analysis of internal and external environments and industry structures
2. Determining and measuring competitive advantage using accounting, finance, economics, and the concept of value creation
3. Various approaches to business strategy
4. Innovation, entrepreneurship, and intrapreneurship
5. Corporate strategy, including vertical integration and diversification
6. Strategic alliances, mergers, and acquisitions, including horizontal integration
7. Global strategy and global entry modes; analysis of account deficit; outsourcing/offshoring
8. Business ethics
9. Corporate governance, board of directors, director responsibilities, principal-agent problems, and solution mechanisms of principal-agent problems

D. LEARNING OUTCOMES (General)

1. Identify the concept of competitive advantage
2. Compare and contrast the roles of vision and mission in strategic management process.
3. Analyze competitive industry structure and trends.
4. Analyze a firm's resources and capabilities as sources of competitive advantage.
5. Recognize how business models put strategy into action.
6. Explain business-level strategy and interpret how it determines a firm's strategic position.
7. Apply strategic management process to entrepreneurship and innovation.
8. Evaluate why firms need to grow and outline corporate strategies firms use to grow.
9. Evaluate why firms engage in alliances, mergers, and acquisitions.
10. Apply strategic management process to a global environment.
11. Evaluate the role of corporate governance.

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted