Meeting Times

Meeting will be at 5:00-9:00 PM Central Standard Time (CST). Thursdays, Week starting 01/04/2021.

Platform is Zoom live. This Platform also will be used in light of the COVID-19 Virus Epidemic
Zoom room 97689016914-Must be admitted in by Professor

Description

Strategic management refers to long-term resource allocation decisions either in pursuit of competitive advantage or pressing the current advantage at the right time. This course teaches students how to analyze an industry to understand profit potential. This course teaches how to conduct an internal analysis to understand the relative competitive strength. The course provides hands-on experience in decision-making using the Capstone Simulation.

There is an additional course fee of $99.

Requisites

MNGT 5000 Principals of Management and BUSN 5200 Basic Finance for Managers

Objectives

This is a course in strategy (defined as resource movement to select battles) and strategic thinking (defined as a combined internal-external analysis) to make better resource movement and battle choice decisions. This course introduces strategic management concepts and theory to provide the foundation for students, and then layers the Capstone Simulation on top of the theoretical content, to give you a ‘hands-on’ experience at making strategic decisions in a competitive environment. Students have a chance to directly apply principles of strategic thinking in competing for market share and profitability.

Outcomes

After completing this course, students will be able to:

- Analyze the external environment to understand industry profit potential, and the forces affecting profitability, e.g. Porter’s Five Forces, industry life cycle, Opportunities and Threats (from SWOT analysis).
- Analyze the internal environment to assess relative competitive strength of the organization. Students will learn various methodologies, such as the Value Chain to analyze how internal processes are creating or detracting from customer value, the Resource based view of the firm which helps students identify core competencies that may provide a sustainable competitive
• Students will learn about generic strategies that may be applied to all non-monopoly situations, and how to avoid pitfalls of such strategies.
• Students will learn to think strategically, by combining the internal and external analytical tools to construct better strategic resource allocation decisions.

Required Textbook

Strategic Management Custom Book

Author:
Publisher: MCG
Edition:

Campus Information

Various Campuses by Zoom Live