

Common Course Outline

MNGT 228

Strategic Management

3 Credits

The Community College of Baltimore County

Description

MNGT 228 – Strategic Management explores current strategic management theories and applications. This capstone course examines the concept of competitive advantage that sets organizations apart by integrating strategy, theory, and practice. Course work blends theory with application by analyzing the current situation; developing appropriate strategies; and implementing, evaluating, and changing those strategies as needed.

3 Credits

Prerequisites: ENGL 101, CMNS 101, MNGT 105, MNGT 150, ECON 201, and ACCT 102

Overall Course Objectives

Upon completion of this course students will be able to:

1. summarize the utility of Strategic Management in analysis of business problems and the development of solutions;
2. describe the critical success factors and the impact of competitive advantage in the business environment;
3. explain the importance of diversity and how it contributes to a competitive advantage;
4. design and conduct an internal analysis to identify internal organizational strengths and weaknesses;
5. evaluate external opportunities and challenges by using a strategic analysis in a variety of industries and business situations;
6. explain how strategic decision makers formulate and implement organizational strategies through interpreting and analyzing business case studies;
7. recognize the need for ethical conduct in strategic decision making;
8. compare between various types of corporate strategies and contrast the methods used to evaluate those strategies; and
9. examine the key factors that influence international strategy formulation.

Major Topics

- I. Strategic Management
 - A. Strategic management process
 - B. Roles of key directors and managers

- C. Factors impacting strategic management
- II. Success Factors
 - A. Competitive advantage
 - B. Impact of diversity
 - C. Business environment forces and critical factors
 - D. Strategic decision making
- III. Internal Analysis of Strengths and Weaknesses
 - A. Factors of an internal analysis
 - B. Results of an external analysis
- IV. Opportunities and Challenges
 - A. External benefits and challenges
 - B. External analysis of private and public sectors
- V. Functional and Competitive Strategies
 - A. Functional strategies
 - B. Competitive strategies
- VI. Corporate Strategies
 - A. Ethical considerations
 - B. Corporate strategies
 - C. Organizational stability
 - D. Renewal strategies
- VII. International Strategies
 - A. International strategy
 - B. International strategic issues
 - C. International strategy alternatives

Course Requirements

Grading procedures will be determined by the individual faculty member but will include the following:

Exams:

- A minimum of three exams in a face-to-face or online proctored environment

Written Assignments: Students are required to utilize appropriate academic resources. The individual faculty member will determine specific writing assignments but must include the following:

- A minimum of two individual written case analyses
- A minimum of two team case analyses and PowerPoint presentations

Other Course Information

This capstone course will be required in the Certified Management Accountant Certificate. It will also be offered as an elective in the Business Administration AA degree and the Business Management AAS degree programs.

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