COURSE DESCRIPTION

Prerequisites: None

Course Description: A study of the strategic management process involving analysis of how organizations develop and implement a strategy for achieving organizational objectives in a changing environment.

Strategic Management prepares students for visionary leadership through strategic analysis using the Case Study format to explore internal and external environments using SWOT (strengths, weaknesses, opportunities and threats) to synthesize successful competitive strategies.

This is a 3 credit hour course. (3 lec.)

WECM END-OF-COURSE OUTCOMES: Explain the processes involved in management strategy development; and develop an organizational strategic management plan.

STUDENT LEARNING OUTCOMES:
Upon successful completion of BMGT 2341, students will be able to:
  • Identify the advantages and disadvantages of the external general environmental trends and their impact on the organization. Discuss ways that innovation can be obtained through strategic entrepreneurship.
  • Produce a strategic analysis using the Case Study format to explore internal and external environments using SWOT (strengths, weaknesses, opportunities and threats).
  • Reinforce skills by analyzing the internal and external environments to successfully apply business strategies, concepts, and organizational structure used to implement multi-product strategies.
  • Demonstrate how the foundation of strategic management is used to implement business-level strategies.

COURSE MATERIALS


A student of this institution (El Centro College) is not under any obligation to purchase a textbook from a university-affiliated bookstore. The same textbook may also be available from an independent retailer, including an online retailer.
MAJOR COURSE REQUIREMENT:

Students will participate in Discussion Forums addressing strengths, weaknesses, opportunities and threats to synthesize successful competitive strategies.

Students will complete weekly review questions related to chapter topics.

Perform research tasks to develop their skills in gathering, analyzing, designing and reporting strategic management intelligence (data) and strategy (data).

Students will complete Mini Case Studies in each chapter which deal with Strategic Management steps to properly conduct an external analysis and an internal analysis and practice the following Strategic Management Process:
- Vision
- Analysis
- Strategy for Competing through Rivalry
- Strategy for Competing through Market Entry

The Final Case Study is used in creating the student's Strategic Management Strategy Plan in an Executive Summary reporting format.

Two exams and a final exam (Student Case Study Project) will evaluate the student's understanding of strategic management concepts and knowledge presented in each chapter.

SUBJECT MATTER:
Topics covered in the lecture portion of the course include:
- Preparing and Effective Case Analysis
- Foundations of Strategic Management
- Leading Strategically
- Analyzing the External Environment
- Analyzing the Firm
- Business-Level Strategy
- Multiproduct Strategies
- Acquiring and Integrating Businesses
- Competing across Borders
- Creating and Maintaining Alliances
- Innovating through Strategic Entrepreneurship

Strategic Management (Understanding Business Strategy) introduces students to the basics of exploring and studying key parts of the strategic management process of a business vision (mission), analysis, and strategy. This management process evolves as organizations develop and implement strategies for achieving organizational objectives in a changing environment. This course prepares students to explain the processes involved in management strategy development; and also prepares students to develop an organizational strategic management plan. Basic Case Study formats are used to explore organizations’ internal and external environments, while using SWOT (strengths, weaknesses, opportunities and threats) to synthesize successful competitive strategies.
DISCLAIMER
The provisions contained in this syllabus do not constitute a contract between the student and El Centro College. These provisions may be changed at the discretion of the Coordinator/Instructor. When necessary, appropriate notice of such changes will be given to the student.

The instructor-of-record may provide additional information to enhance the course to meet the needs of the enrolled students, provided that the enhancements do not conflict with the official course syllabus.

POLICIES
Students should click on the links below and read all of these policies.

General institutional policies
Course-related institutional policies