

Monfort College of Business
Semester Course Syllabus

(2018-2019)

COURSE PREFIX/TITLE: BAMG 456 – Strategic Management

Sem. Hrs. 3
 Ed. Cap: 30

CATALOG DESCRIPTION: Prerequisites: BAFN 305, BAFN 370, BAMG 350 and BAMK 360. BAFN 305 may be taken concurrently. Senior standing. Business majors only. Examines organizational strategic issues and problems related to internal and external environments. Case analysis framework and strategic management concepts emphasized.

PREREQUISITES: BAFN 305, BAFN 370, BAMG 350 and BAMK 360. BAFN 305 may be taken concurrently. Senior standing. Business majors only.

COURSE OBJECTIVES:

1. Develop familiarity with problems, issues and concepts addressed by top-level management.
2. Develop awareness of the complexity of the top management decision-making process.
3. Develop and improve student skills in diagnosing organizational problems and issues and presenting appropriate actions.
4. Develop and improve both oral and written skills in expressing problem and issue statements.
5. Develop student awareness of contemporary environmental and social externalities that affect strategy and deployment for organizations of all types.

MCB ASSURANCE OF LEARNING GOALS AND OBJECTIVES:

Learning Goal	Learning Objective	Course Coverage
Be knowledgeable of key concepts in core business curriculum	Students will demonstrate a firm understanding of core business concepts.	Objective 1
Be effective communicators	Students will prepare and deliver quality presentations on a business topic.	Objective 4
	Students will prepare quality business documents.	Objective 4
Demonstrate conceptual and analytical skills	Students will analyze data & information to identify key problems, generate and evaluate appropriate alternatives, and propose a feasible alternative.	Objective 3
Be proficient with technology	Students will demonstrate proficiency in common business software packages.	Objective 4
Demonstrate ethical awareness	Students will be knowledgeable about ethics and social responsibility.	Objective 5
	Students will identify the ethical issue or problem, analyze the consequences for various stakeholders, and develop an acceptable resolution.	Objective 5
Be proficient with discipline-specific knowledge	Students will demonstrate a firm understanding of discipline-specific knowledge within their emphasis.	Objectives 2, 5
	Students will demonstrate competency with advanced topics within their emphasis.	

COURSE TOPICS:

Approx.
50 Min.

<u>Periods</u>	<u>Topics Covered</u>	<u>Description</u>
2	Case Analysis	Various methods of case analysis.
2	Financial Analysis	Examine financial statements and ratio analysis.
2	Strategic Managers	Values, influences, ethical choices and forces affecting decision-making.
5	Internal Environment	Assessment of organization's internal strengths and resources.
4	External Environment	Assessment of external threats and opportunities facing organization.
6	Strategic Management Elements	Mission, objectives, strategies, policies and controls.
20	Case Problems	Strategic organizational issues and recommendations.
2	Ethical Issues	Intertwined in the above will be discussions on social responsibilities of the firm.
2	Exams	
45	Total	

COURSE REQUIREMENTS: Complete concepts exam or exams, complete case exam in class, if required, complete written case analyses, as required, participate in classroom discussions of concepts and cases, and contribute to team projects and/or presentations, as required.

TYPE OF GRADING: Letter

SUGGESTED TEXT AND/OR SUPPLEMENTS: (Note: These books are only suggested. Prior to purchasing books and other materials, students need to check with the class instructor for their book and class material choices.)

Wheelen, T. L., Hunger, D., Hunger, J. D., Wheelen, K. E., (2012), *Concepts in strategic management and business policy*, (13th ed.), Prentice Hall.

Dess, G., Lumpkin, G., & Eisner, A., (2010), *Strategic management: Creating competitive advantage*, (5th ed.), McGraw-Hill.

Sherman, H., Rowley, D. J., & Armando, B. R. (2006). *Strategic management: an organization change approach*. Lanham, MD: University Press of America.

ASSESSMENT STATEMENT: Please review at <http://mcb.unco.edu/pdf/Standard-Statements.pdf>

COMPUTER UTILIZATION: Students will be expected to use computers in this class. Databases such as S&P PC Plus may be utilized for financial analyses. Computer programs such as Harvard Graphics and PowerPoint are also typically used for the oral presentations. Word processing packages are used to prepare the written report. The Internet may be used for research. Students are encouraged to use the College's computing facilities to complete their assignments. The student computer labs in Kepner Hall provide support for word processors, spreadsheets, databases, writing-style checkers, and presentation graphics. Internet and e-mail access are available in the labs.

LIBRARY UTILIZATION: Please review at <http://mcb.unco.edu/pdf/Standard-Statements.pdf>

GLOBAL DIMENSION COVERAGE: The global scope of strategic planning is discussed in the introductory material about the global nature of most markets. Additionally, the global component must be analyzed when conducting an external environment analysis. Also, some cases involve global issues such as protectionism and entering a global market.

ETHICAL DIMENSION COVERAGE: Ethics is discussed during discussions of social responsibility which includes the ethical treatment by the firm of various stakeholders such as the community, its customers and its employees.

STUDENTS WITH DISABILITIES: Please review at <http://mcb.unco.edu/pdf/Standard-Statements.pdf>

CLASSROOM TECHNOLOGY GUIDELINES: Please review at <http://mcb.unco.edu/pdf/Standard-Statements.pdf>

FOOD AND BEVERAGE GUIDELINE: Food is not allowed in classrooms. Only drinks in a container with a screw top lid are allowed.

KENNETH W. MONFORT COLLEGE OF BUSINESS STATEMENT

Please review at <http://mcb.unco.edu/pdf/Standard-Statements.pdf>

MONFORT COLLEGE OF BUSINESS STUDENT CODE OF PROFESSIONAL CONDUCT

Please review at <http://mcb.unco.edu/pdf/Standard-Statements.pdf>

UNC'S POLICIES: UNC's policies and recommendations for academic misconduct will be followed. For additional information, please see the [Student Code of Conduct](#).