

# Bemidji State University

## BUAD 4559: Strategic Management

### A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: \*.\*

Lab Hours/Week: \*.\*

OJT Hours/Week: \*.\*

Prerequisites:

This course requires all four of these prerequisite categories

1. BUAD 3351 - Management

And

2. BUAD 3361 - Marketing

And

3. BUAD 3771 - Financial Management

And

4. One of these two

ACCT 3110 - Accounting Systems

BUAD 3381 - Management Information Systems

Corequisites: None

MnTC Goals: None

Presents the top management perspective in an organization in terms of formulating and implementing corporate strategy. Written and oral presentations are required. Prerequisites: BUAD 3351, BUAD 3361, BUAD 3381 or ACCT 3110, and BUAD 3771.

**B. COURSE EFFECTIVE DATES:** 08/24/2009 - Present

### C. OUTLINE OF MAJOR CONTENT AREAS

1. Introduction to Strategic Thinking
2. How to do a SWOT analysis and develop a TOWS Matrix
3. Developing a Grand Strategy and Financial Analysis
4. Five Forces of Competition and Forces of Competition
5. Business Strategy
6. Corporate Strategy
7. International Strategy

### D. LEARNING OUTCOMES (General)

1. develop Knowledge: to be able to understand the concepts of strategy formulation and implementation in relation to the total enterprise
2. develop skill: The development of personal capacity to utilize the objective techniques for the implementation of corporate and business strategy utilizing effective communication (written and discussion) and team-building skills in the decision making process.
3. develop Attitudes: The development of personal values as a potential top manager in regard to one's basic philosophy of life.

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

None

**F. LEARNER OUTCOMES ASSESSMENT**

As noted on course syllabus

**G. SPECIAL INFORMATION**

None noted