Strategic Management
MGMT 3280-009
Spring 2019 T/R 1:00-2:15p Room: McEniry 127

Course Description MGMT 3280:
Strategic Management (3 credit hours). A capstone course that emphasizes the synthesis and application of concepts from the functional business courses so students develop an understanding of organizations from the perspective of top-level executives. Focuses on the role of top management in leading, planning, and decision-making to form effective organizational strategies that integrate internal processes and the economic, technological, ethical, political, and social forces affecting the organization. Prerequisites: Senior standing; BLAW 3150, COMM 3160, ECON 3125, FINN 3120, INFO 3130, MGMT 3140, MKTG 3110, and OPER 3100; accounting majors are required to take BLAW 3150, COMM 3160, FINN 3120, INFO 3130, MGMT 3140, MKTG 3110, and OPER 3100 and earn a grade of C or above.

NOTE: This course requires out-of-class student work each week for most of the semester, including required reading, library research, written assignments, projects, studying for quizzes and exams, team meetings, etc.

Required Textbook, Simulation Program, & Other Materials
***•Required Simulation: Every student will need to register for the GLO-BUS simulation ($44.95). Register at www.glo-bus.com after class. You will find your company registration code on Canvas. Once teams are assigned, other required readings will be posted to Canvas and announced in class.

Course Purpose: The purposes of this course are: (1) to provide an integrative experience at the end of the bachelor's degree in business administration involving the key components of the business curriculum including such facets as accounting, finance, marketing, management, and management science; (2) to provide an opportunity for undergraduate students to place themselves in the role of a chief executive officer and/or high level executives solving complex problems of major organizations in society—both private and public; (3) to analyze top corporate policy in different types of organizations; (4) to assume the role of a business consultant; (5) to develop the student's capacity to think strategically about a company, its business position, and how it can gain sustainable competitive advantage; (6) to build students' skills in conducting strategic analysis in a variety of industries to provide them with a stronger understanding of the competitive challenges of a global environment; and (7) to make students more conscious of the importance of ethical principles and corporate social responsibility. This course also attempts to encourage students to continue their study of top corporate policies, opportunities, and problems after leaving the university. This capstone course is designed to transition students away from reliance on a professor lecturing to tell you what you need to know toward self-reliance and taking initiative—just like it will be in your careers from now on. And just like your careers, this course to a great extent will be what you make it.