Course Description: An exploration of the concepts of strategy and strategic management. This course focuses on the impact of organizational design, internal and external environments, organizational policy and strategic planning on the overall functioning of the organization.

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Learning Objectives:
1. Develop a general understanding of the strategic management process.
2. Develop a general understanding of mission, vision and setting objectives.
3. Develop a general understanding of evaluating internal and external resources and capabilities.
4. Develop a general understanding of strategy supportive corporate cultures.

COURSE ACTIVITIES:

Students will work as a team to develop a strategic plan meant to reach specific pre-determined objectives. This team project will comprise 50% of your grade. Half of that grade will be earned as a team, and half by your individual presentation. There will also be a final comprehensive examination that will comprise the remaining 50% of your total grade.

GRADING SCALE:

100 – 90 = A
80 – 89 = B
70 – 79 = C
60 – 69 = D
<60 = F

ACADEMIC INTEGRITY POLICY:
This policy requires that you immediately and cheerfully offer the benefit of your knowledge and skills to any fellow student who needs your help. If someone helps you, whether a fellow student, the author of a book/article, a family member, a pastor or priest, a coworker, a child, a pet, or anyone else, say that they helped you. That’s called citing a source. Always show respect for the ideas or words of others by giving them the credit. Failure to show respect will result in an “F”.