

MBA 5000, Strategic Management

Course Description: An examination of the functions of top management, including organizational and environmental analysis, development and evaluation of strategic alternatives, and the alignment of implementation plans with the mission and values of the organization. *Prerequisites: BUS 2101, ECN 2801, BUS 3010 and admission to the MBA or other graduate degree program.*

Learning Objectives:

1. Explicate the interplay between mission, vision, values, strategies, and policies in domestic and international management with consideration for social and ethical implications.
2. Utilize analytic tools to examine and evaluate the external environment of organizations.
3. Apply organizational assessment tools in diagnosing internal operational challenges and opportunities.
4. Differentiate the advantages and disadvantages of various strategic approaches and options at the business-unit and corporate levels.
5. Develop multiple strategic alternatives, taking into consideration environmental and organizational factors.
6. Develop implementation plans for strategic options that align with organizational mission, vision, and values.