

## SYLLABUS: MNGT 6366 – STRATEGIC MANAGEMENT

**Catalog Description:** Opportunity for development and implementation of knowledge from multiple disciplines and integration of viewpoints of different functions of an organization. Case evaluation and discussion are stressed.

**Prerequisite(s):** Completion of the core of the MBA program or permission of instructor

**Course Objectives:** Upon completion of the course, students should have an integrated understanding of business and the strategic management process and be able to apply this knowledge.

To develop advanced analytical skills through the use of complex and comprehensive cases—to be able to identify central issues/problems in these cases and present well-supported recommendations for future actions.

To develop advanced conceptual skills that will enable the student to integrate previously learned aspects of business organizations.

To develop an advanced understanding of strategic management concepts, research and theories.

To enhance the student's understanding of the present and future environments within which organizations function.

To improve the secondary research skills required in gathering and interpreting key environmental data.

To improve both written and oral communicative skills.

To bridge the gap between the classroom and the business world by developing an advanced.

Understanding of when and how to apply concepts and techniques learned in previous courses.

To better appreciate and prepare oneself for the challenges and benefits of working with others to accomplish organizational and individual goals.

**Current Textbook:** Textbook and/or selected readings and other materials are the responsibility of the instructor of record and will be specified on a semester-by-semester basis in the course syllabus.

**Evaluation Process:** Evaluation is the responsibility of the instructor of record and will be specified on a semester-by-semester basis in the course syllabus.

**Required Course Content:** Course content will center on the strategic management model with special attention given to the global implications of this model. Specific topic areas will include the following areas:  
Nature of strategic management and strategic competitiveness  
External environmental analysis  
Internal environmental analysis  
Strategy formulation  
Corporate level  
Business unit level  
Functional level  
Strategy implementation  
Organization structure  
Leadership  
Culture  
Entrepreneurship/innovation  
Strategic control

**Optional Course Content:** None

**Course Curriculum Coordinator:** Dr. Leslie Toombs