

## CUMBERLAND COUNTY COLLEGE

Course: BU 116: Cases in Business Management

Credits: 3

Prerequisites: BU 106 & BU 115

### Description

This course devotes time to problem analysis, actual case problems, and how these problems could be solved by a manager on the job.

### Learning Outcomes

At the completion of this course, students should be able to:

- Analyze management problems and make recommendations for improvement;
- Evaluate a business case studies from a management perspective;
- Develop and make a presentation that analyzes a case study
- Examine current businesses in society, and the legal and ethical issues within a global business environment.

### Topical Outline:

- Strategic Leadership: Managing the Strategy-Making Process for Competitive Advantage
- External Analysis: The Identification of Opportunities ad Threats
- Internal Analysis: Distinctive Competencies, Competitive Advantage , Profitability
- Building Competitive Advantage Through Functional Level-Strategies
- Business Level Strategy
- Business Level Strategy and the Industry Environment
- Strategy and Technology
- Strategy in the Global Environment
- Corporate Level Strategy: Horizontal Integration Vertical Integration and Strategic Outsourcing
- Corporate Level Strategy: Related and Unrelated Diversification
- Corporate Performance, Governance, and Business Ethics
- Implementing Strategy in Companies that Compete in a Single Industry
- Implementing Strategy in Companies that Compete Across Industries and Countries
- Analyzing A Case Study and Writing a Case Study Analysis

Text: Hill & Jones (2014). *Strategic Management*. (11<sup>th</sup> ed.). Cengage/McGraw Hill.

Student Assessment: Assessment may be accomplished through projects, portfolios, exams, presentations and/or papers.

Academic Integrity: Plagiarism is cheating. Plagiarism is presenting in written work, in public speaking, and in oral reports the ideas or exact words of someone else without proper documentation. Whether the act of plagiarism is deliberate or accidental [ignorance of the proper rules for handling material is no excuse], plagiarism is, indeed, a “criminal” offense. As such, a plagiarized paper or report automatically receives a grade of **ZERO** and the student may receive a grade of **F** for the semester at the discretion of the instructor.

Note: If you are having difficulty with work in this class tutoring is available through the Center for Academic & Student Success. If you think that you might have a learning disability, contact Project Assist at 856.691.8600 x 1282 for information on assistance that can be provided to eligible students.

### **Before Withdrawing From This Course**

If a student experiences adverse circumstances while enrolled in this course and considers withdrawing, s/he should see an advisor (division or advisement center) **BEFORE** withdrawing from the class. A withdrawal may cause harmful repercussions to completion rate standards and overall GPA which can limit or eliminate future financial aid in addition to causing academic suspension.