

CUMBERLAND COUNTY COLLEGE

Course: BU 288: Strategic Management

Credits: 4

Prerequisites: BU 106, BU 115, BU 207

Description:

This capstone course synthesizes the student's business skills with the need to successfully manage a business enterprise by developing and effectively implementing a sound business strategy.

Learning Outcomes:

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

- Discuss the importance of concise, motivating strategic vision; stretch performance objectives; and the institutionalizing of strategy in response to market conditions and customer expectations.
- Describe the importance of fitting strategy to a dynamic competitive environment and developing a plan for a comprehensive business strategy.

Topical Outline:

- What is a Strategy and Why is it Important?
- Charting a Company's Direction: Its Vision, Mission, Objectives, and Strategy
- Evaluating a Company's External Environment
- Evaluating a Company's Resources, Capabilities, and Competitiveness
- The Five Generic Competitive Strategies
- Strengthening a Company's Competitive Position
- Strategies for Competing in International Markets
- Corporate Strategy
- Ethics, Corporate Social Responsibility, Environmental Sustainability, and Strategy
- Building an Organization Capable of Good Strategy Execution
- Managing Internal Operations
- Corporate Culture and Leadership

Text: *Crafting and Executing Strategy* (20th Ed.). McGraw-Hill.

Student Assessment: Group Project required. Additional 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.