

BUS 599 – Strategic Management

(Prerequisite: To be taken as last or next to last course)

COURSE DESCRIPTION

This course examines the strategic management process and the implementation of successful business strategies in the highly competitive and dynamic global environment. It analyzes the impact of technology, government policy, and world economic and political forces on strategy formulation and execution. This course is the capstone course for the MBA program. Analytic, integrative, and decision-making skills will be exercised through the use of case analysis and decision-making that will involve core business functions, leadership challenges, and global operations.

INSTRUCTIONAL MATERIALS

Required Resources

Abrams, R. (2014). *Successful business plan: Secrets & strategies* (6th ed.). Palo Alto, CA: PlanningShop.

Required Course Files: Course-specific documents and an MS Excel template containing worksheets that accompany the text must be downloaded from PlanningShop using the access code purchased from the Strayer Bookstore. These documents are required for the successful completion of your course assignments. Specific information on how to download these documents can be found under the Course Info area of the class, and in the Week 1 tab.

COURSE LEARNING OUTCOMES

1. Create a marketing plan that identifies a target market, market competition, a company message, and marketing vehicles for a company.
2. Develop a company overview and SWOT analysis that include trends, strategic positioning, distribution channels, and

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Peipei Pang



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