

MNGT 228
Strategic Management
3 Credits

Community College of Baltimore County
Common Course Outline

Description

MNGT 228 – Strategic Management: is a course in which students explore current strategic management theories and applications. This capstone course examines the concept of competitive advantage that sets organizations apart by integrating strategy, theory, and practice. Course work blends theory with application by analyzing the current situation; developing appropriate strategies; and implementing, evaluating, and changing those strategies as needed.

Pre-requisites: MNGT 105, MNGT 150, ECON 201, and ACCT 101

Overall Course Objectives

Upon completion of this course, students will be able to:

1. summarize the utility of Strategic Management in analysis of business problems and the development of solutions;
2. evaluate external opportunities and challenges by using a strategic analysis of the general, industry, and competitor environments;
3. design and conduct an internal analysis to identify organizational strengths and weaknesses;
4. describe the different types of business-level strategies with application of five forces of competition model;
5. compare and contrast the various types of corporate-level strategies and the methods used to evaluate those strategies;
6. explain the importance of diversity and how it contributes to a competitive advantage;
7. examine the key factors that influence international strategy formulation;
8. demonstrate how strategic decision makers formulate and implement organizational strategies through interpreting and analyzing business case studies; and
9. recognize the need for ethical conduct in strategic decision-making.

Major Topics

- I. Strategic Management
 - a. Strategic management process
 - b. Factors impacting strategic management
 - c. Two models of above-average returns
- II. Internal Analysis of Strengths and Weaknesses
 - a. Factors of an internal analysis
 - b. Results of an internal analysis

The Common Course Outline (CCO) determines the essential nature of each course.
For more information, see your professor's syllabus.

- c. Competitive advantage
- III. External Analysis of Opportunities and Challenges
 - a. External opportunities and challenges
 - b. External analysis of the general, industry, and competitor environments
 - c. Ethical considerations
- IV. Business-level Strategies
 - a. Types of business-level strategies
 - b. Five Forces of Competition model
- V. Corporate-level Strategies
 - a. Types of corporate-level strategies
 - b. Impact of diversity
- VI. International Strategies
 - a. International strategies
 - b. International entry modes
 - c. International strategic issues
- VII. Strategic Leadership
 - a. Strategic leaders
 - b. Key strategic leadership actions

Course Requirements

Grading will be determined by the individual faculty member, but shall include the following, at minimum:

- two tests
- one project

Written assignments and research projects: Students are required to use appropriate academic resources in their research and cite sources according to the style selected by their professor.

Other Course Information

This capstone course will be required in the Certified Management Accountant Certificate and is offered as an elective course in the Business Administration AA degree and the Business Management AAS degree programs.

Date Revised: 11/15/2022

The Common Course Outline (CCO) determines the essential nature of each course.
For more information, see your professor's syllabus.