

MASTER SYLLABUS
Department of Business Administration, Sonoma State University
BUS 591, Seminar in Strategic Management (3)

I. Catalogue description: A consideration of the entire organization from the viewpoint of the chief executive officer. Topics to be covered include strategy formulation, the development of competitive advantage, strategy implementation, and the management of strategic change.

II. Prerequisite:

BUS 550, 560, and 570.

Justification: This is a capstone course that draws upon all of the MBA core courses and stresses complex and interdisciplinary applications of the combined theories and experiences of these basic courses. This capstone course requires extensive case write-ups and numerous class presentations that draw upon multifunctional approaches to solving business problems creatively.

III. Course learning outcomes: After taking this course, you should have:

- A. Demonstrated your ability to integrate the concepts of management, marketing, finance, accounting, economics and information systems to analyze interdisciplinary case and simulated management situations.
- B. Engaged in strategic planning, business policy formulation and implementation within a global business environment.
- C. Reviewed current business in society, legal and ethical issues within a global business environment.
- D. Reviewed selected key business and economic concepts and tools, and applied these in complex business situations.
- E. Applied analytical, decision-making, and communication skills.
- F. Demonstrated your ability to function as an effective member of a management team.

IV. Course materials: A textbook in business policy and strategy, cases, and/or a business simulation.

V. Teaching methods: Lectures, discussions, case analyses, video cases, computer-based management simulations, outside-of-class case analyses, group projects, and guest speakers. In-class cases and/or a business simulation are required to effectively teach this course.

VI. Evaluation tools: Examinations, evaluations of case write-ups, presentations, simulation results, and peer evaluations and feedback.

VII. Course content:**A. Course topics:**

1. The strategic management process
2. Developing a strategic vision, mission, and objectives
3. Industry and competitive analysis
4. Company situation analysis
5. Strategy and competitive advantage
6. Strategy implementation
7. Strategies for global vs. multinational businesses
8. Control systems and continuous improvement
9. Emerging forms of organization
10. Ethics and social responsibility

B. Interdisciplinary content:

Topic*	Minimum Number of Class Hours Devoted to Topic	Required Graded Work Other Than Exams?
International/Global	2	Yes
Ethical issues	2	Yes
Social issues	2	Yes
Political issues	2	Yes
Legal/regulatory issues	2	Yes
Environmental issues	2	Yes
Technology issues	2	Yes
Demographic diversity	1	Yes

*All of these issues may be brought to bear in completing a case analysis or a business simulation.

C. Interdisciplinary skills:

Skill[†]	Required Graded Work Other Than Exams?
Oral communication	Yes
Written communication	Yes
Critical thinking	Yes
Working in teams	Yes

[†] Each of these skills will be demonstrated in case presentation, case analysis, team presentation, and classroom discussions.