Administrative Unit: Business Administration Department, MBA Program

Course Prefix and Number: BUSI 595

Course Title: Strategic Management

Number of Credit Hours: 3 Lecture Hours: Laboratory Hours: 

Catalog Description: Culminating experience/capstone course for the Master’s of Business Administration. Requires application of all previous learned educational experiences in accounting, economics, finance, management, and marketing. Extensive use of case analysis and strategic report writing is used to integrate all previous course materials in the analysis and resolution of complex business strategic planning problems. A final grade of “B” or better must be achieved to satisfy graduation requirements.

Prerequisite(s)/Corequisite(s): Prior completion of at least 30 hours in the MBA program.


Course Objectives:

- To develop the ability to think strategically about a business organization, its business position, and how it can gain sustainable competitive advantage.
- To build skills in conducting strategic analysis in a variety of competitive situations and provide a strong understanding of the competitive challenges of the global marketplace.
- To gain experience in developing business strategy, reasoning carefully about strategic options, using what-if analysis to evaluate action alternatives and making strategic decisions.
- To improve the ability to manage the organizational processes by which strategies are formed and executed.
- To integrate the knowledge gained in earlier MBA courses.

Measurable Learning Outcomes:

- Identify the factors that impact strategic decision-making, implementation, and evaluation.
- Conduct an organizational resource-based situational analysis.
• Conduct comprehensive environmental scanning and assess the volatility of industry position.
• Develop comprehensive business strategies by identifying strategic options.
• Use a “what-if” scenario analysis to evaluate action alternatives, make strategic decisions, and choose strategic options.
• Evaluate corporate competitive positions and develop an understanding of the global marketplace and its impact on strategic analysis.
• Evaluate strategic decisions, findings, conclusions, recommendations, and outcomes.
• Make effective, professional, executive style oral and written presentations.

Topical Outline (major areas of coverage):
• Strategic management process
• Corporate governance and structure
• External environmental analysis
• Internal resource-based analysis
• Strategic factors analysis (SWOT/TOWS)
• Generation of strategic alternatives based on resource analysis
• Evaluation of strategic alternatives and implementation processes
• Implementation of strategic alternatives
• Evaluation and monitoring strategic decisions

All business administration course include a written and oral presentation component.

Recommended maximum class size for this course: 15

Library Resources: Online databases are available at http://www.ccis.edu/offices/library/resources.asp. You may access them from off-campus using your eServices login and password when prompted.

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Date: September 21, 2005

NOTE: The intention of the master syllabus is to provide an outline of the contents of this course, as specified by the faculty of Columbia College, regardless of who teaches the course, when it is taught or where it is taught. Faculty members teaching this course for Columbia College are expected to facilitate learning pursuant to the course objectives and cover the subjects listed in the topical outline. However, instructors are also encouraged to cover additional topics of interest so long as those topics are relevant to the course’s subject. The master syllabus is, therefore, prescriptive in nature but also allows for a diversity of individual approaches to course material.

Office of Academic Affairs
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