

**COURSE OUTLINE—NEW COURSE FOR
BAS SUPERVISION AND ORGANIZATIONAL MANAGEMENT
MAN 4720 – Strategic Management and Policy**

I. COURSE NUMBER AND TITLE

MAN4720 – Strategic Management and Policy

II. COURSE DESCRIPTION

MAN 4720 is a 3-credit course which integrates the curriculum of the BAS/SOM degree into a multi-dimensional analysis and development of the strategic planning concepts and processes common to every organization (for profit, non-profit, governmental). From vision/mission formulation to strategic and business plans, students will use the case method to assess business/organizational performance and construct policies and plans to guide the organization into the future, whatever its goals.

III. RATIONALE

The Bachelor of Applied Science in Supervision and Organizational Management (BAS SOM) program is designed to equip students with technical and applied management skills, enabling them to enhance the productivity and efficiency of organizations. MAN 4720 is a required course for completion of the Management concentration in the BAS/SOM program and will introduce students to the manager's role in determining the long-run strategy best suited to the firm's goals and resources. Students will enroll in this course during their second year in the program.

IV. IMPACT ASSESSMENT

This is a required course for students focusing in the general management concentration. Prerequisites: at minimum an AA or AS degree, college admission requirements, admission to the SOM degree program, and a grade of C or better in GEB 3213, FIN 4403, MAN 3930, MAN 3240, MAR 3023, and MAN 4301. The course will require additional course loads for existing faculty or the hiring of part-time faculty.

V. COURSE LEARNING OUTCOMES (SOM Program Outcome)

1. Develop industry and organizational analysis techniques to evaluate the performance of an organization and to identify potential threats and opportunities (SOM #MA2).
2. Convey ideas effectively and efficiently using oral and written communication. Demonstrate proficiency with presentation technology (SOM #1).

3. Manage the strategic planning process, from the development of an organizational mission statement to the creation of measurable goals, objectives, and activities (SOM #9).

VI. GENERAL OBJECTIVES OF THE COURSE

1. Evaluate the financial health and efficiency of a firm through the use of financial statements and fact-finding.
2. Evaluate the health and potential of the firm's human resource function and its employees.
3. Conduct a resource audit for the organization.
4. Analyze and evaluate the status of the industry structure within which the firm operates using different models of analysis.
5. Construct viable and inspiring vision and mission statements for an organization.
6. Construct a multi-year strategic plan for an organization, in logical sequence and with metrics to gauge performance.
7. Prepare contingency planning for possible changes to a firm's strategic experience in the future.
8. Discuss and identify specific actions to be taken in the implementation of a strategic plan.
9. Apply the strategic planning process across frameworks, from individual career management to governmental, non-profit, and for-profit settings.

VII. TOPICAL OUTLINE

1. Strategy: Definition and Importance
2. Vision-Mission-Objectives-Strategy
3. Evaluating the External Environment
4. Evaluating the Internal Environment
5. The Five Generic Strategies
6. Strengthening Competitive Position
7. Ethics, Corporate Social Responsibility, and Strategy
8. Strategy Execution – Internal Operations
9. Strategy Execution – Corporate Culture and Leadership
10. Contingency & Crisis Planning
11. Feedback, Follow-up, and Corrections
12. Expanding Strategic Thinking – Individual to Organization

VIII. SUGGESTED METHODS OF INSTRUCTION

1. Lecture
2. Case studies
3. Online resources

IX. SUGGESTED METHODS OF EVALUATION

1. Quizzes
2. Individual & Group Projects
3. Class Discussions
4. Exams

X. TEXTBOOK

Thompson, Arthur; Peteraf, Margaret; Gamble, John; and Strickland, A.J., Crafting and Executing Strategy, 19th edition, ©2014, McGraw-Hill, ISBN-1978-0-07-802950-9