



BAKER COLLEGE
STUDENT LEARNING OUTCOMES

MGT 4310 Strategic Management
3 Semester Hours

Student Learning Outcomes & Enabling Objectives

1. 1. Examine the strategic management process.
 - a. Explore ethical implications of strategy decisions on an organization.
 - b. Explain the legal and regulatory environment the organization needs to be concerned with.
 - c. Identify the need for environmental scanning.
 - d. Explore how culture influences strategy.
 - e. Identify your competitors.
 - f. Define a strategic plan.
 - g. Identify the global impact of your strategic plan.
 - h. Differentiate strategy for profit vs. not-for-profit.
 - i. Plan out corporate level to business level to functional level strategy.
 - j. Define the important of employees having the skills for problem solving & critical thinking.
 - k. Identify mergers/acquisitions -- hostile takeover issues related to strategy.

2. Develop the strategic management process.
 - a. Use a strategic management process for evaluation and improvement.
 - i. Components of strategy including goals and objectives and tasks
 - ii. Internal versus external environment related to performance and competitive advantage; evaluation criteria
 - iii. Identify stakeholders
 - iv. Short-term tactics versus long-term strategy/planning
 - v. Short-term versus long-term decisions
 - Access to current resources to help decision making
 - Understand the future resource need to help decision-making
 - vi. -How they overlap over various levels within the company
 - vii. -Determine grand versus generic strategy.
 - b. Build a risk management plan.
 - i. Crisis planning
 - mergers/acquisitions
 - hostile takeover
 - ii. Contingency planning
 - Flexible enough to adjust to situations, don't lose the ultimate vision

- iii. Succession planning
 - iv. Leadership
 - Chain of command
 - Help make employees productive; focused on just improving stakeholder value
 - v. Ability to be flexible as the situation dictates
 - vi. Grand strategy choice
 - vii. Global impact
- c. Explain the impact of the functional areas of business on strategic planning.
- i. Global impact
 - ii. Chain of command
 - iii. Core of skill sets managers need
 - Accounting/Finance
 - a. Process improvements to meet the cost goals; change to meet your cost goals; value management
 - Human Resources
 - a. Skill sets needed
 - b. Develop future skill set needs
 - Marketing
 - a. Cultural
 - b. Social Media
 - c. Branding
 - Political
3. Implement the strategic management process.
- a. Perform measurements of your process.
 - i. Measurement of process improvements
 - ii. Change Management Strategies
 - iii. Selling the Strategic Plan to the Executive Team
 - iv. Tools
 - S.W.O.T (OT first, then SW)
 - Benchmarking
 - v. Differentiate between strategy formulation and implementation.
 - vi. Measure a strategy of effectiveness.
 - b. Define the future state of your organization and process.
4. Sustain the strategic management process.
- a. Explain the organization's mission, vision & strategy
 - i. Problems need to be assigned to the area best able to deal with them
 - ii. Cross functional management -Measure your strategy for effectiveness.
 - Effective
 - Efficient
 - iii. Define the roles of each level of those working on the strategy.

- iv. Global impact
 - v. Ethics/Accountability
 - vi. Value chain
 - Internal
 - External
 - vii. Networking
 - b. Apply knowledge management skills to your strategic planning.
 - i. Leadership
 - ii. Succession planning
 - c. Use tools to sense threats to the business and strategy.
 - d. Explain Levels of Strategy: Corporate, Business, Functional Level (and tying them together).
 - e. Explain three modes of formality (entrepreneurial, adaptive, and planning).
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Big Ideas and Essential Questions

Big Ideas

- Understanding the Strategic Management Process
- Formulating the Strategic Management Process
- Implementing the Strategic Management Process
- Sustaining the Strategic Management Process

Essential Questions

1. What is strategic management?
 2. What is a strategy?
 3. Why is strategy development needed in the first place?
 4. What is the global impact of strategic management?
 5. How does the strategic management process impact my role as a manager?
 6. How do I determine the real cost of my process?
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These SLOs are not approved for experiential credit.

Effective: Fall 2017