

**University of Arkansas – Fort Smith**  
**5210 Grand Avenue**  
**P.O. Box 3649**  
**Fort Smith, AR 72913–3649**  
**479–788–7000**

**General Syllabus:**

**MGMT4813 Strategic Management**

Credit Hours: 3

Lecture Hours: 3

Laboratory Hours: 0

Prerequisites: FIN3713 Business Finance, MGMT3133 Social Responsibility and Ethics in Business, MGMT3153 Organizational Behavior, MKTG3013 Principles of Marketing Management and admission to the College of Business.

Effective Catalog: 2019-2020

**I. Course Information**

**A. Catalog Description-**

Study of administrative processes under conditions of uncertainty, including an integrating analysis applied to all fields of business. Special emphasis given to policy determination at the management level. Course must be taken in residence at UAFS.

**II. Student Learning Outcomes**

**A. Subject Matter**

Upon successful completion of the course, the student will be able to:

1. Analyze the strategic management process, from the development of a strategic vision, setting objectives and crafting strategy.
2. Frame business issues in global, economic, political, and cultural contexts.
3. Identify strategic issues that need to be addressed, evaluating alternatives, formulating workable plans of action, and managing organizational change.
4. Evaluate company strengths and weaknesses, and identify environmental and competitive issues.
5. Gain exposure to a variety of industries and companies through in-depth case analysis to illustrate practical business problems.

**B. University Learning Outcomes**

This course enhances student abilities in the following area:

**Analytical Skills (Critical Thinking Skills)**

Students will use critical thinking skills to assess company strengths and weaknesses, and identifying environmental and competitive issues.

**III. Major Course Topics**

- A. Concepts in Strategic Management
- B. Corporate Governance
- C. Ethics and Social Responsibility
- D. Environmental Scanning and Industry Analysis
- E. Internal Scanning: Organizational Analysis
- F. Strategy Formulation
- G. Strategy Implementation
- H. Evaluation and Control