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General Syllabus:

MGMT 4813 Strategic Management

Credit Hours: 3

Lecture Hours: 3

Laboratory Hours: 0

Prerequisite (s): FIN 3713 Business Finance, MGMT 3153 Organizational Behavior, MKTG 3013 Principles of Marketing Management and admission to the business program

Effective Catalog: 2024-2025

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 assess company strengths and weaknesses and identify environmental and competitive issues.

III. Major Course Topics

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