

BUS 599 – Strategic Management

(Prerequisite: To be taken as last or next to last course)

COURSE DESCRIPTION

This course examines the strategic management process and the implementation of successful business strategies in the highly competitive and dynamic global environment. It analyzes the impact of technology, government policy, and world economic and political forces on strategy formulation and execution. This course is the capstone course for the MBA program. Analytic, integrative, and decision-making skills will be exercised through the use of case analysis and decision-making that will involve core business functions, leadership challenges, and global operations.

INSTRUCTIONAL MATERIALS

Required Resources

Abrams, R. (2014). *Successful business plan: Secrets & strategies* (6th ed.). Palo Alto, CA: PlanningShop.

Required Course Files: Course-specific documents and an MS Excel template containing worksheets that accompany the text must be downloaded from PlanningShop using the access code purchased from the Strayer Bookstore. These documents are required for the successful completion of your course assignments. Specific information on how to download these documents can be found under the Course Info area of the class, and in the Week 1 tab.

COURSE LEARNING OUTCOMES

1. Create a marketing plan that identifies a target market, market competition, a company message, and marketing vehicles for a company.
2. Develop a company overview and SWOT analysis that include trends, strategic positioning, distribution channels, and

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Peterson's Graduate Programs in Business, Education, Health, Information Studies, Law and Social Work

Peterson's Guides Staff, Peterson's Guides, Inc, 2006-12 Detailed program listings of accredited graduate programs in the physical sciences math and agricultural sciences *Pharmacy Management, Third Edition* Shane Desselle, David Zgarrick, Greg Alston, 2012-07-22 A comprehensive pharmacy management textbook that combines evidence based

management theories with practical solutions for the issues pharmacists face every day Covering everything from operations management and purchasing to Medicare Part D this complete guide explains vital pharmacy management topics across all practice settings Featuring material derived from the best and most contemporary primary literature this comprehensive text focuses on teaching the skills essential to the everyday practice of pharmacy Pharmacy Management 3e is enriched by input from faculty who teach pharmacy management from pharmacy students and from pharmacists who apply management principles in their daily practice More than any other text it reflects the challenges facing today's pharmacist The book is filled with advice from the field's top experts who take you through the principles applicable to all aspects of pharmacy practice from managing money to managing personal stress Long after you've completed your last course you'll turn to Pharmacy Management for answers to make your practice more professionally rewarding and personally enriching

FEATURES Every chapter in the third edition has been updated to reflect the latest trends and developments Several new chapters designed to promote a more global understanding of pharmacy management have been added including Establishing the Value Proposition of Pharmacy Management Applications in Managed and Specialty Environments

Management of Comprehensive Pharmacy Services in Safety Net Clinics Pharmacy Management Applications in Varied Health Care Systems A scenario based presentation combines practical solutions with evidence based management theories and models which are directly applied to cases and examples *Peterson's Guide to Graduate Programs in Business, Education, Health, Information Studies, Law and Social Work* 1997 Peterson's, 1996-12-15 This guide contains listings for the

most popular professions covering over 13 000 programs in advertising allied health business dentistry education health administration human resources development law medicine nursing optometry pharmacy podiatry public health social work veterinary medicine and more **Management Index**, 1965 Hndbook New Instr Getting Star HAIR, Carl McDaniel, Lamb, 2005 Network+ Certification Exam Guide Michael Meyers, 2004 This is the book to have if you're considering the Network certification Within its informative pages best selling author Mike Meyers provides easy to understand coverage of the latest exam objectives

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,1993 **Government Reports Announcements & Index** ,1985 **Profiles of American Colleges** Barron's Educational Series,2010-07-01 The latest information on enrollments tuition and fees academic programs campus environment available financial aid and much more make the 29th edition of Profiles of American Colleges America s most comprehensive and authoritative source for college bound high school students Every accredited four year college in the United States is profiled and readers are directed to a brand new Barron s Web site featuring a FREE ACCESS college search engine that presents exclusive on line information to help students match their academic plans and aptitudes with the admission requirements and academic programs of each school The book presents profiles of more than 1 650 colleges each profile including details on Admission requirements Library and computer facilities Admissions procedures for freshmen Campus safety and security Thumbnail descriptions of faculty Requirements for a degree Athletic facilities Extracurricular activities E mail addresses College fax numbers and web sites Admissions Contacts and more Schools are rated according to Barron s reliable competitiveness scale which ranges from Noncompetitive to Most Competitive The book s tinted pages section presents an Index of College Majors that lists all available major study programs at every school Also profiled are excellent colleges in Canada and several other countries as well as brief profiles of religious colleges and American colleges based in foreign countries Public Affairs Information Service Bulletin ,1978 **Bowker's Law Books and Serials in Print** ,2000

Index to Legal Periodicals ,1989 **Current Law Index** ,1985 Energy Abstracts for Policy Analysis ,1987

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