

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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Yenchun Jim Wu, Chih-Hung Yuan, Mu-Yen Chen



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Knowledge Enterprise: Intelligent Strategies in Product Design, Manufacturing, and Management Kesheng Wang, George L. Kovacs, Michael Wozny, Minglun Fang, 2006-05-26 This volume contains the edited technical presentations of PROLMAT 2006 the IFIP TC5 international conference held on June 15 17 2006 at the Shanghai University in China The papers collected here concentrate on knowledge strategies in Product Life Cycle and bring together researchers and industrialists with the objective of reaching a mutual understanding of the scientific industry dichotomy while facilitating the transfer of core research knowledge to core industrial competencies 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 **Resources in Education**, 1998-04 Digital Economy. Emerging Technologies and Business Innovation Rim Jallouli, Mohamed Anis Bach Tobji, Nessrine Omrani, Ilyes Jenhani, 2025-12-16 This book constitutes the proceedings of the 10th International Conference on Digital Economy ICDEc 2025 held in Tunis Tunisia during May 15 17 2025 The 31 full papers presented in this volume were carefully reviewed and selected from 94 submissions They were organized in the following topical sections Digital Governance and Public Policy Cross Domain AI Innovations From Autonomous Systems to Health and Finance Social Media Responsibility and Digital Leadership Informal Markets and Platform Economies AI Driven Insights and Next Gen Marketing Analytics Digital Transformation in Finance Taxation Payment Resilience and E Finance Trends Trust Privacy and Security in the Digital Economy and Smart Infrastructure and AI Readiness **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 Yachting ,1985-04 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 youre considering the Network certification Within its informative pages best selling author Mike Meyers provides easy to understand coverage of the latest exam objectives **Understanding Startups From Idea to Market** Yenchun Jim Wu,Chih-Hung Yuan,Mu-Yen Chen,2022-04-08 Business Periodicals Index ,2009 Aanwinsten van de Centrale Bibliotheek (Queteletfonds) Bibliothèque centrale (Fonds Quetelet),1996 *Work Related Abstracts* ,1975 **The Journal of Commerce** ,2004 **Multicultural Marketing News** ,1997 **InfoWorld** ,1987 **Human Resources Report** ,2008-07 **Who's who in the Midwest** ,2004 **El-Hi Textbooks and Serials in Print, 1995** R R Bowker Publishing,1995-02

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