

Office of Academic Affairs
Tarleton State University
Date Prepared: 12/1/08
Dates Revised:

Master Course Syllabus

Department: Management, Marketing and Administrative Systems
Course Prefix/Number: GB 459
Course Title: Business Strategy
Master Syllabus Approved by Department on: 12/1/08

I. Catalog Description:

A capstone course involving the integration of concepts and principles studied in accounting, economics, finance, management, marketing, quantitative methods, and other relevant disciplines. Includes problem solving and business decision making. Designed to be taken by senior business majors during their last semester.

II. Prerequisites:

ACC 204, FIN 301, G B 311, MGMT 301, MKTG 314, or approval of department head.

III. Expanded Course Description:

GB 459 is a challenging capstone course that focuses on how firms formulate, implement, evaluate, and present strategies through case study analysis, presentations and a computerized business simulation. It is a course about strategy and managing for success. The course centers around the theme that a company achieves sustained success if and only if its managers (1) have an astute, timely strategic game plan for running the company, and (2) implement and execute the plan with proficiency. This course allows students to explore in depth how and why a well-conceived well-executed strategy nearly always enhances a company's long-term performance.

This course also gives students the opportunity to integrate much of the knowledge they have gained in their business curriculum. This is a "big picture" course. The problems and issues surrounding the tasks of crafting and implementing strategy cover the whole spectrum of business and management. Many variables and situational factors must be dealt with at once. Weighing the pros and cons of one strategy option versus another entails a total enterprise perspective and good judgment about how all of the relevant factors combine to shape what actions need to be taken.

IV. Intended Student Outcomes:

Knowledge Outcomes

- To learn and understand the principles and techniques of strategy-formulation
- To identify factors applicable to strategy planning, formulation, and implementation for the business organization on both a domestic and a global basis
- To sensitize students to the social responsibilities of organizations and the ethical considerations applicable to corporate policy and strategy formulation
- To develop the ability to analyze situations and identify core problems, opportunities, threats, and organizational strengths and weaknesses
- To integrate the knowledge gained in earlier core courses in the business school curriculum, understand business integration and demonstrate why the different parts of a business need to be managed in strategic harmony for the organization to operate in successful fashion
- To develop skills in strategy formulation and implementation and provide real-time results (using computer generated data) based upon student developed and implemented strategy for a business unit
- To develop analytical skills related to strategy using a practical case method approach
- To develop written and oral communication skills appropriate to the business environment

Skill Outcomes

Students will:

- ▶ demonstrate effective communication in written form (case studies)
- ▶ demonstrate effective communication in verbal form in face to face courses (presentation)
- ▶ be able to identify problems and use information in solving business problems (case studies)
- ▶ demonstrate an effective use of technology in the business environment (Business Strategy Game)

Value Outcome

- Heightened awareness of how and why ethical principles, core values, and socially responsible management practices matter greatly in the conduct of a company's business

At the conclusion of the course the student will:

1. Think critically and strategically about a company, its present business position, its long-term direction, its resources and competitive capabilities, the caliber of its strategy, and its opportunities for gaining sustainable competitive advantage.

2. Have conducted strategic analysis in a variety of industries and competitive situations and have a stronger understanding of the competitive challenges of a global market environment.
 3. Benefit from a heightened awareness of how and why ethical principles, core values, and socially responsible management practices matter greatly in the conduct of a company's business.
 4. Demonstrate the ability to employ managerial judgment through assessing business risk, making sound business decisions and achieving effective outcomes.
- V. Unless otherwise stipulated in this master syllabus by the department, the following items are subject to faculty discretion as described in each faculty member's individual course outline/syllabus:
- a) Course Requirements
 - b) Required Text(s)
 - c) Bibliography
- VI. Academic Honesty: Cheating, plagiarism (submitting another person's materials or ideas as one's own), or doing work for another person who will receive academic credit are all-impermissible. This includes the use of unauthorized books, notebooks, or other sources in order to secure or give help during an examination, the unauthorized copying of examinations, assignments, reports, or term papers, or the presentation of unacknowledged material as if it were the student's own work. Disciplinary action may be taken beyond the academic discipline administered by the faculty member who teaches the course in which the cheating took place.
- VII. Students With Disabilities Policy: It is the policy of Tarleton State University to comply with the Americans with Disabilities Act (ADA) and other federal, state, and local laws relative to the provision of disability services. Students with disabilities attending Tarleton State University may contact the Office of Disability Services at (254) 968-9478 to request appropriate accommodation. Furthermore, formal accommodation requests cannot be made until the student has been officially admitted to Tarleton State University.

Department Head Signature/Date:

Signature

_____/_____/_____

Date