

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

### Master Course Syllabus Outline

Department: Management, Marketing, and Administrative Systems  
Course Prefix/Number: GB 588  
Course Title: Seminar in Business Strategy  
Master Syllabus Approved by Department on: 12/1/08

- I. Catalog Description: An integrated view of the business functions addressed in the MBA core curriculum. Applies case analysis methodology for evaluating complex business situations, developing strategic alternatives, and recommending effective solutions.
- II. Prerequisites: FIN 503 and MKTG 508. Pre- or corequisites: the remaining MBA core courses
- III. Expanded Course Description: Seminar in Business Strategy is the capstone course in the MBA degree program. It's emphasis is the application of learning from the MBA core courses. The course is based upon the strategic analysis of companies through comprehensive case analysis. Students are required to evaluate the industry, and company situation, identify strategic alternatives and to develop an action plan to reach the chosen objective. The case analysis incorporates environmental analysis, Porter force analysis, competitive analysis, financial analysis and other analytical tools.
- IV. Intended Student Outcomes: (Must include outcomes of knowledge and skills, and may also include behavioral).

At the conclusion of the course the student will:

- Describe and analyze the industry environment in a strategic context.
- Describe and analyze an organization in a strategic context
- Develop and support a potential strategic alternatives based upon organization analysis to develop an ethical and corporate socially responsible strategic alternative.
- Develop an action plan for how the organization can achieve the strategic objective.
- Identify factors applicable to strategy planning, formulation, and implementation for the business organization on both a domestic and a global basis
- Apply learning gained in earlier core courses in the business school curriculum.

- Demonstrate effective communication in written form.
- Demonstrate the ability to employ managerial judgment through assessing business risk, making sound business decisions and achieving effective outcomes through case studies.

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:

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Signature

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Date