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BADM 446.02: Strategic Management

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Fall 2002

STRATEGIC MANAGEMENT
MGMT 446
Richard T. Dailey

TEXT: A subscription to the Wall Street Journal, Business Week or Fortune is required.

CONTENT: This course is a capstone business policy course for senior business majors who have completed all of their core requirements. It is designed to integrate the functional areas of business administration. The emphasis is placed on devising the strategies and tactics necessary for a firm to survive and grow as a viable business entity in an uncertain economic environment. During the semester students are assigned to work in teams on a major project. This experience provides them with the opportunity to apply the skills and analytical tools they have acquired during their undergraduate programs towards developing an industry analysis.

OBJECTIVES:

1. To improve both written and oral communication skills.
2. To gain knowledge and experience in analyzing complex organizational problems from the perspective of top management.
3. To develop skills in formulating and implementing policy and strategy.
4. To improve proficiency in identifying and analyzing problems.
5. To understand and deal with the interdependencies of the various business functions.
6. To provide experience in making decisions and in working with other people.
7. To recognize and appreciate the interdependence between business and the larger community

PREREQUISITES: All core course requirements and senior standing.

TEACHING METHOD: Case analysis, discussion and independent study.

DEVELOPMENT OF SUBJECT MATTER: The course is directed primarily toward the development and application of various analytical skills in solving business operating problems and in communicating the results to management.

PAPERS/PROJECTS: (1) A major semester long team project developing an export strategy for a Montana firm,. (2) A service learning project consisting of fifteen hours over the course of the semester.

GRADING POLICY:

Grades will be based on:	
class contribution	35%
semester (team) project	65%

OFFICE HOURS: Tuesday and Thursday 3:30-5:00
and by appointment

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