COLLEGEWIDE COURSE OUTLINE OF RECORD

BUSN 204, STRATEGIC MANAGEMENT

COURSE TITLE: Strategic Management
COURSE NUMBER: BUSN 204
PREREQUISITES: BUSN 105 Principles of Management, and MKTG 101 Principles of Marketing, ACCT 102 Managerial Accounting
COREQUISITES: ACCT 102 Managerial Accounting
SCHOOL: Business
PROGRAM: Business Administration
CREDIT HOURS: 3
CONTACT HOURS: Lecture: 3
DATE OF LAST REVISION: Fall, 2015
EFFECTIVE DATE OF THIS REVISION: Fall, 2019

CATALOG DESCRIPTION: Applies business concepts and principles to specific case studies or problems.

MAJOR COURSE LEARNING OBJECTIVES: Upon successful completion of this course the student will be expected to:

1. Analyze complex, unstructured qualitative and quantitative problems using appropriate tools based on sound business principles.
2. Explain the basic concepts, principles and practices associated with strategy formulation and implementation.
3. Demonstrate the ability to utilize analytical skills, tools, and techniques for analyzing a company and its financial performance.
4. Demonstrate skills in problem definition in addition to problem-solving skills.
5. Apply ethical decision-making models to strategic planning.
6. Demonstrate the ability to think critically and strategically.
7. Create and present detailed analysis of case studies.

COURSE CONTENT: Topical areas of study include -

- Analysis of Financial Statements
- Strategic marketing
- Building blocks of competitive advantage
- Strategy/Strategic Planning
- Business-level strategy
- Structure and controls
- Corporate-level strategy
- Function-level strategy
- SWOT Analysis
- Problem Solving
- Team Development and Effectiveness
- Strategic leadership
HOW TO ACCESS THE IVY TECH COMMUNITY COLLEGE LIBRARY:

The Ivy Tech Library is available to students on- and off-campus, offering full text journals and books and other resources essential for course assignments. Go to http://www.ivytech.edu/library/ and choose the link for your campus.

ACADEMIC HONESTY STATEMENT:

The College is committed to academic integrity in all its practices. The faculty value intellectual integrity and a high standard of academic conduct. Activities that violate academic integrity undermine the quality and diminish the value of educational achievement.

Cheating on papers, tests or other academic works is a violation of College rules. No student shall engage in behavior that, in the judgment of the instructor of the class, may be construed as cheating. This may include, but is not limited to, plagiarism or other forms of academic dishonesty such as the acquisition without permission of tests or other academic materials and/or distribution of these materials and other academic work. This includes students who aid and abet as well as those who attempt such behavior.

COPYRIGHT STATEMENT:

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ADA STATEMENT:

Ivy Tech Community College seeks to provide reasonable accommodations for qualified individuals with documented disabilities. If you need an accommodation because of a documented disability, please contact the Office of Disability Support Services. If you will require assistance during an emergency evacuation, notify your instructor immediately. Look for evacuation procedures posted in your classroom.

Title IX Statement:

Ivy Tech Community College is committed to providing all members of the College community with a learning and work environment free from sexual harassment and assault. Ivy Tech students have options for getting help if they have experienced sexual assault, relationship violence, sexual harassment or stalking. This information can be found at https://www.ivytech.edu/prevent-sexual-violence/index.html.

If students write or speak about having survived sexual violence, including rape, sexual assault, dating violence, domestic violence, or stalking, federal law and Ivy Tech policies require that instructors share this information with the Campus Title IX Coordinator. The Campus Title IX Coordinator will contact students to let them know about accommodations and support services at the College and in the community as well as options for holding accountable the person who
harmed them. When contacted, students are not required to speak with the Campus Title IX Coordinator.

If students do not want the Title IX Coordinator notified, instead of disclosing this information to their instructor, students can speak confidentially with certain individuals at the College or in the community. A list of these individuals can be found at https://www.ivytech.edu/prevent-sexual-violence/index.html under Confidential Employees and/or Community Resources.