

**WILMINGTON UNIVERSITY
COLLEGE OF BUSINESS
COURSE SYLLABUS**

COURSE TITLE: Strategic Management

COURSE NUMBER: BBM 402

WILMINGTON UNIVERSITY GRADUATION COMPETENCIES:

1. Research, construct, and deliver professional presentations using a variety of communication tools and techniques.
2. Correctly and ethically present scholarly writings utilizing the selected citation and writing style deemed appropriate for the student's program of study.
3. Using information in any format to research, evaluate, and ethically utilize information effectively and with appropriate attribution.
- 4.

II. LEARNING OBJECTIVES:

- A. Develop an understanding of what is a strategy, why it is important, and the process for developing and implementing a sound business strategy.

Learning Outcomes

Students will be able to:

A-1 Explain the role of strategy

A-2 Describe the strategic management process

B.

- E. Learn to analyze a company's competitive situation and business competencies for use in tailoring a successful business strategy in a specific market environment.

Learning Outcomes

Students will be able to:

E-1 Apply the VRIO framework to assess the competitive implications of an organization's resources

E-2 Conduct a SWOT analysis to combine external and internal analysis and derive strategic implications

E-3 Explain how business models put strategy into action

- F. Develop an understanding of how business ethics and social responsibility influence the development and implementation of business strategy.

Learning Outcomes

Students will be able to:

F-1 Explain the relationship between strategy and business ethics

F-2 Explain the importance of corporate governance

F-3 Define agency theory

- G. Gain an understanding of the importance of developing the proper corporate resources, capabilities, and organizational structure and the impact of organizational culture and leadership on successful strategy implementation.

Learning Outcomes

Students will be able to:

G-1 Explain economic value creation and different sources of competitive advantage

G-2 Explain value drivers, cost drivers and their impact on integration strategy

G-3 Define mergers, acquisitions, strategic alliances, and alliance management

- H. Develop the skills to work as a value-added member of a team to analyze and solve business problems and communicate the solutions in a professional business manner.

Learning Outcomes

Students will be able to:

H-1 Explain the value of competitive positioning

H-2 Describe the competitive implications of different stages in the industry life cycle

- I. Demonstrate the ability to analyze current business events and understand the implications of those events on the market competitiveness of the companies involved.

Learning Outcomes

Students will be able to:

I-1

Where is your company on the industry's life cycle?

Does your company have a cost-leadership position in this business? If so, identify which cost drivers it uses effectively to hold this position.

What is your company's approach to the market? Does it segment the market?

Is your company vertically integrated? Explain.

Explain your company's global strategy.

Case Study Part 3 SUBMITTED PRIOR TO ORAL PRESENTATION

Gathering Information for the Case Study Analysis

Create and explain the following using Charts/Graphs/Illustrations

Porter's Five Force Model - Apply the five forces model to your industry

VRIO framework to identify the competitive position held by your company

SWOT analysis for your company

Draw out the vertical value chain for your firm's industry

Financials (see Mergent online in the WU Library Database)

Financial Analysis

Final Case Study Presentation

1. Title Page
2. Company Situation/Problem Description
 - a. Briefly describe the situation for which you are developing the case. This situation may include multiple issues/problems.
3. Problem Addressing
 - a. Clearly describe the specific problem
 - b. Of the problems noted in the situation, which one is your focus?
 - c. Why did you pick this one?
 - d. What is the global implication of this problem?
4. Recommendations
 - a. Make at least three recommendations regarding the way the situation could be resolved/improved.
 - b. Why do you believe these recommendations will resolve/improve the problem?
 - c. What is your justification?
5. Action Plan
 - a. Select one recommendation
 - b. Develop an objective to resolve/improve the problem
 - c. Develop the action steps necessary to meet the objective—Be Specific
 - d. For each action step, include how much time is needed to complete the action step and the anticipated budget for completing the action step

Recommendations and Action Plan

- Prioritize your recommendations and make sure they can be carried out in an acceptable time frame with the available resources.
- Support each recommendation with persuasive argument as to why it should result in improved company performance.

- Review your recommended action plan to see if it addresses all of the problems and issues you selected.

6. Justification

- a. Support your action plan
- b. Include why you believe this strategy will be successful
 - i. Utilize strategic analysis techniques such as Porter's Five Forces, Value Chain, or other tools that are in the text

7. Outcomes

- a. Be thorough
 - i. What will be the impact on the company?
 - ii. Why?
 - iii. What might cause problems?
 - iv. Are there potential unintended consequences?
 - v. What are the global implications?