



Course Description

MAN4894 | Applied Case Studies in Management | 3.00 credits

Students will learn to apply strategic management process through strategy formulation, implementation and evaluation utilizing the case study methodology. This course emphasizes on the identification of strategic management issues, evaluation of strategic goals, internal and external environment of the organization, as well as differentiating, categorizing and assessing strategic choices.

Course Competencies:

Competency 1: The student will demonstrate the ability to analyze strategic management cases by:

1. Identifying the strategic management issues and major stakeholders described in the case
2. Assessing the issues identified in the case using strategic management analytical tools
3. Formulating strategies, creating an implementation plan, and evaluating the proposed strategies

Competency 2: The student will demonstrate the ability to formulate strategies utilizing case study methodology by:

1. Assessing short-term and long-term strategic goals by analyzing the mission and vision statements of organizations
2. Using the output of internal and external audits to formulate alternative strategies
3. Defining and recommending specific strategies and alternative strategies to maintain long-term competitive advantage by comparing and contrasting potential solutions

Competency 3: The student will demonstrate the ability to analyze the strategy implementation process utilizing case study methodology by:

1. Preparing an implementation plan considering the management and operational issues
2. Preparing an implementation plan considering the marketing, finance, accounting, research, and development, and management information system issues related to strategy implementation

Competency 4: The student will demonstrate the ability to evaluate implemented strategies utilizing case study methodology by:

1. Comparing and contrasting external and internal factors that are bases for current strategies
2. Measuring the performance of the implemented strategies
3. Taking corrective actions to improve the competitive advantage of the firm

Competency 5: The student will demonstrate the ability to assess ethical, social, and environmental consequences of strategic management decisions utilizing case study methodology by:

1. Incorporating business ethics in strategy formulation, implementation, and evaluation
2. Assessing firms' financial, social, and environmental performance using a triple-bottom-line approach

Learning Outcomes:

- Communicate effectively using listening, speaking, reading, and writing skills
- Use quantitative analytical skills to evaluate and process numerical data
- Formulate strategies to locate, evaluate, and apply information
- Demonstrate knowledge of ethical thinking and its application to issues in society
- Demonstrate knowledge of diverse cultures, including global and historical perspectives
- Create strategies that can be used to fulfill personal, civic, and social responsibilities
- Use computer and emerging technologies effectively