MAN4894 Applied Case Studies in Management

MAN4894

Course Description: This course emphasizes 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. Students will learn to apply strategic management process through strategy formulation, implementation and evaluation utilizing the case study methodology. (3 hr. lecture)

Prerequisite: MAN4720, MAN2021

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<th>Course Competency</th>
<th>Learning Outcomes</th>
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| **Competency 1: The student will demonstrate the ability to analyze strategic management cases by:** | 1. Communication  
2. Numbers / Data  
3. Critical thinking  
4. Information Literacy  
8. Computer / Technology Usage |
| 1. Identifying the strategic management issues and major stakeholders described in the case  
Assessing the issues identified in the case using strategic management analytical tools  
Formulating strategies, creating implementation plan and evaluating the proposed strategies |                                                                                  |
| **Competency 2: The student will demonstrate the ability to formulate strategies utilizing case study methodology by:** | 1. Communication  
2. Numbers / Data  
3. Critical thinking  
4. Information Literacy  
8. Computer / Technology Usage |
| 1. Assessing short-term and long-term strategic goals by analyzing mission and vision statements of organizations  
2. using the output of internal and external audit to formulate alternative strategies  
3. selecting 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 strategy implementation process utilizing case study methodology by:** | 1. Communication  
2. Numbers / Data  
3. Critical thinking  
4. Information Literacy  
8. Computer / Technology Usage |
| 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. Communication  
2. Numbers / Data  
3. Critical thinking  
4. Information Literacy  
8. Computer / Technology Usage |
|                                                                                   |                                                                                  |
1. Comparing and contrasting external and internal factors that are bases for current strategies
2. Measuring performance of the implemented strategies
3. Taking corrective actions to improve competitive advantage of the firm

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<th>Competency 5: The student will demonstrate the ability to assess ethical, social and environmental consequences of strategic management decisions utilizing case study methodology by:</th>
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| 5. Cultural / Global Perspective  
6. Social Responsibility  
7. Ethical Issues  
10. Environmental Responsibility |

| 1. Incorporating business ethics in strategy formulation, implementation and evaluation process  
2. Assessing firms’ financial, social and environmental performance using triple bottom line approach |
| 5. Cultural / Global Perspective  
6. Social Responsibility  
7. Ethical Issues  
10. Environmental Responsibility |