A. Course Description

Credits: 4

Prerequisites: FIN 390 Principles of Finance AND MGMT 310 Management Principles and Practices AND MKTG 300 Marketing Principles and a minimum of 90 earned credits.

Lab Hours/ Weeks: Corequisites: None

Lecture Hours/ Week:

MnTC Goals: None

This advanced course uses the case study approach to develop systems and techniques for analyzing the internal strengths and weaknesses of diverse organizations and the external environments in which they operate. Students craft strategies and develop implementation plans that apply organizational resources to opportunities and threats in its external environment. This course should be taken during the last semester of a student's program.

B. Course Effective Dates: 08/01/1998 - 09/05/1999 09/06/1999 - Present

C. Outline of Major Content Areas:

See Course Description for major content areas.

D. Learning Outcomes (General)

1. To integrate your knowledge and skills obtained in prior business courses and other courses in your degree plan to utilize an interdisciplinary approach to problem analysis and solution.
2. To develop your capacity to think strategically about a company, its business position, and how it can gain and maintain a competitive advantage.
3. To learn from others and to increase your capacity to challenge others and jointly develop strategic objectives within a multi-faceted organization.
4. To provide an opportunity to enhance both your cooperative learning and communication skills (both oral and written) via presentations, written cases, and group interdependences.
5. To provide an understanding of strategic analysis, formulation, and implementation from the general manager's perspective.

E. Learning Outcomes (MN Transfer Curriculum)

This contains no goal areas.

F. Special Information

Note: Failure to successfully complete FIN 390, MGMT 310, and MKTG 300 by the date the semester begins will result in you being administratively dropped from the course.