

BUS 599 – Strategic Management

(Prerequisite: To be taken as last or next to last course)

COURSE DESCRIPTION

This course examines the strategic management process and the implementation of successful business strategies in the highly competitive and dynamic global environment. It analyzes the impact of technology, government policy, and world economic and political forces on strategy formulation and execution. This course is the capstone course for the MBA program. Analytic, integrative, and decision-making skills will be exercised through the use of case analysis and decision-making that will involve core business functions, leadership challenges, and global operations.

INSTRUCTIONAL MATERIALS

Required Resources

Abrams, R. (2014). *Successful business plan: Secrets & strategies* (6th ed.). Palo Alto, CA: PlanningShop.

Required Course Files: Course-specific documents and an MS Excel template containing worksheets that accompany the text must be downloaded from PlanningShop using the access code purchased from the Strayer Bookstore. These documents are required for the successful completion of your course assignments. Specific information on how to download these documents can be found under the Course Info area of the class, and in the Week 1 tab.

COURSE LEARNING OUTCOMES

1. Create a marketing plan that identifies a target market, market competition, a company message, and marketing vehicles for a company.
2. Develop a company overview and SWOT analysis that include trends, strategic positioning, distribution channels, and

Bus 599 Strategic Management Comprehensive Exam

Judd E. Hollander



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Table of Contents Bus 599 Strategic Management Comprehensive Exam

1. Understanding the eBook Bus 599 Strategic Management Comprehensive Exam
 - The Rise of Digital Reading Bus 599 Strategic Management Comprehensive Exam
 - Advantages of eBooks Over Traditional Books
2. Identifying Bus 599 Strategic Management Comprehensive Exam
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Bus 599 Strategic Management Comprehensive Exam
 - User-Friendly Interface
4. Exploring eBook Recommendations from Bus 599 Strategic Management Comprehensive Exam
 - Personalized Recommendations
 - Bus 599 Strategic Management Comprehensive Exam User Reviews and Ratings
 - Bus 599 Strategic Management Comprehensive Exam and Bestseller Lists
5. Accessing Bus 599 Strategic Management Comprehensive Exam Free and Paid eBooks
 - Bus 599 Strategic Management Comprehensive Exam Public Domain eBooks
 - Bus 599 Strategic Management Comprehensive Exam eBook Subscription Services
 - Bus 599 Strategic Management Comprehensive Exam Budget-Friendly Options
6. Navigating Bus 599 Strategic Management Comprehensive Exam eBook Formats

- ePub, PDF, MOBI, and More
 - Bus 599 Strategic Management Comprehensive Exam Compatibility with Devices
 - Bus 599 Strategic Management Comprehensive Exam Enhanced eBook Features
7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Bus 599 Strategic Management Comprehensive Exam
 - Highlighting and Note-Taking Bus 599 Strategic Management Comprehensive Exam
 - Interactive Elements Bus 599 Strategic Management Comprehensive Exam
 8. Staying Engaged with Bus 599 Strategic Management Comprehensive Exam
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Bus 599 Strategic Management Comprehensive Exam
 9. Balancing eBooks and Physical Books Bus 599 Strategic Management Comprehensive Exam
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Bus 599 Strategic Management Comprehensive Exam
 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
 11. Cultivating a Reading Routine Bus 599 Strategic Management Comprehensive Exam
 - Setting Reading Goals Bus 599 Strategic Management Comprehensive Exam
 - Carving Out Dedicated Reading Time
 12. Sourcing Reliable Information of Bus 599 Strategic Management Comprehensive Exam
 - Fact-Checking eBook Content of Bus 599 Strategic Management Comprehensive Exam
 - Distinguishing Credible Sources
 13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
 14. Embracing eBook Trends
 - Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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