

BADM-2501: BUSINESS STRATEGIES

Cuyahoga Community College

Viewing: BADM-2501 : Business Strategies

Board of Trustees:

2004-12-02

Academic Term:

2005-05-31

Subject Code

BADM - Business Administration

Course Number:

2501

Title:

Business Strategies

Catalog Description:

Capstone course for Accounting, Business Management (basic program) and Marketing degrees. Critical analysis and application of business, marketing, accounting and financial concepts to determine alternatives and best course of action to maximize organizational performance.

Credit Hour(s):

3

Lecture Hour(s):

3

Lab Hour(s):

0

Other Hour(s):

0

Requisites

Prerequisite and Corequisite

Departmental approval: 20 credit hours of any combination of business administration, accounting or marketing courses.

Outcomes

Objective(s):

1. Determine the best courses of action for an organization.
 2. Develop strategic, tactical and operational plans when given the organizational mission.
 3. Identify the best course of action when allocating key economic resources.
 4. Utilize generally accepted accounting principles for review and analysis of financial statements and to determine the health and strategic goals of an organization.
 5. Calculate financial ratios to determine the health and strategic goals of an organization.
 6. Analyze the organization structure in relationship to its environment (SWOT).
 7. Initiate operational steps toward attaining the organizations mission and goals (SMART).
 8. Construct control methods for given operational conditions.
 9. Identify appropriate quality management techniques.
 10. Apply strategic leadership strategies.
 11. Describe how all business functions are related and integrated with each other.
 12. Evaluate various sources and uses of business financing.
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Methods of Evaluation:

1. Case studies
2. Simulations
3. Projects
4. Essay exams

Course Content Outline:

1. Systems management
 - a. Interrelationships and interdependencies of all stakeholders
 - b. Environmental scanning and analysis
 - c. Impact of decision making
 - d. System synergism
2. Corporate governance
 - a. Role of the board of directors
 - b. Ethical decision making
 - c. Global issues
 - d. Managing technology
 - e. Portfolio analysis
 - f. Mergers and acquisitions
3. Creating a competitive advantage
 - a. Portfolio analysis
 - b. Value chain analysis
 - c. Analyzing competitive forces
 - d. Identifying and mapping potential competition
4. Planning concepts and practical applications
 - a. Strategic
 - b. Tactical
 - c. Operational
 - d. Contingency
5. Organizational concepts and practical applications
 - a. Resource allocation
 - b. Organizational and legal structures
 - c. Distribution of authority/responsibility
 - d. Job design
 - e. Structuring Strategic Business Units (SBU's)
6. Leadership and directing concepts and practical applications
 - a. Staffing
 - b. Coordination
 - c. Managing organizational change
7. Control systems and practical applications
 - a. Establishing standards and benchmarks
 - b. Subjective / objective measures
 - c. Assessment techniques
8. Financial strategies and practical applications
 - a. Generally accepted accounting principles
 - b. Accounting systems and controls (internal and external)
 - c. Sources and uses of financing
9. a.

Resources

Hunger, Wheelen. *Essentials of Strategic Management*. Prentice Hall, 2003.

Thompson, Strickland. *Strategic Management*. McGraw Hill, 2001.

Periodical. "Business Horizons"

Periodical. "Business Marketing"

Periodical. "Harvard Business Review"

Periodical. "Human Resource Management"

Periodical. "Management Review"

Periodical. "Marketing and Sales Management"

Periodical. "ORG Behavior"

Periodical. "Training"

Periodical. "Journal of Accountancy"

Periodical. "Strategic Finance"

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