Curriculum Change Proposal Form: Business 4AA Strategic Management

1) Unit proposing the change: **Economics, Accounting and Business (EAB)**

2) Please check all appropriate items:

<table>
<thead>
<tr>
<th>New Course:</th>
<th>Course Change:</th>
<th>Course Deletion:</th>
<th>Program Changes:</th>
<th>New Programs:</th>
</tr>
</thead>
<tbody>
<tr>
<td>X New Course Creation¹ (include title, credits, description, etc.)</td>
<td>□ Number (within level), title, description, pre-req change ¹</td>
<td>□ Remove a Course²</td>
<td>□ Change to Major ³</td>
<td>□ New Degree⁴</td>
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<tr>
<td>□ Course to be Cross Listed²</td>
<td>□ Add to LAE³,⁴</td>
<td>□ Remove a course that is currently in the LAE⁴</td>
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<tr>
<td>□ Course to be included in LAE³,⁴</td>
<td>□ Remove from LAE⁴</td>
<td>□ Change to LAE (change to the LAE itself)⁵</td>
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<tr>
<td>□ Course Included in Major/Minor Requirements¹</td>
<td>□ Change in Cross-List Status²</td>
<td>□ Add a Minor</td>
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<tr>
<td>□ Special Course or non-credit workshop⁵</td>
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<td>□ Delete a Major or Minor⁴</td>
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<td></td>
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<td>□ Change to Degree Requirements⁵</td>
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</tbody>
</table>

¹ Curriculum Committee receive & report to faculty
² 30 day faculty review required
³ LAE assessment plan with assessment committee review required prior to CC consideration
⁴ Full faculty approval required
⁵ Curriculum Committee for action, approval published to faculty

3. Proposed term of initial offering or implementation date: **Fall 2012**
4. Please provide the following information here or attached:
   a. recommended level: **FR SO JR SR**
   b. credit hours: **3 s.h.c**
   c. title: **strategic management**
   d. requirements it will satisfy: (major, minor, LAE, licensure): **Majors in Business Administration and Human Resource Management**
   e. prerequisites or other special conditions: **24 credits of the 30-credit Business Core; BUSI 321 Organizational Management, BUSI 3AA Human Resource Management (for the Human Resource Management major only)**
   f. description of change:
   This course is a requirement of the proposed Business Administration and Human Resource Management majors.
   g. proposed catalog description:
   This course is designed to be a comprehensive examination of strategic management of organizations and how an upper-level manager formulates and implements an appropriate strategy. At a minimum, students will investigate the following: the strategic management process, mission statements, objectives, external and internal analyses, business level strategies, competitive dynamics, financial statement analysis, ethical issues in strategic management, corporate level strategies, international strategies, strategy implementation and organizational change, and corporate governance. Integration of the various management and business disciplines previously studied and experienced as well as the opportunity to develop managerial decision-making abilities are stressed.
   h. justification for change:
   The course is typical of AACSB approved business programs in business administration and human resource management.
i. staffing considerations:
   (1) can be taught by present staff X or adjunct faculty
   (2) will require additional staff __

j. anticipated frequency of offering:
   (1) every semester __
   (2) once a year X or as needed
   (3) alternate years __

k. resources (facilities, equipment, supplies, library materials, etc.):
   No additional resources are required. Adjunct faculty salaries will be paid through current Graduate and Continuing Studies budget lines.

5. Signatures:
   Department Chair: 
   (please attach department discussion summary)
   Date: 8/26/11
   Department Vote:
   in favor 7 opposed 8 abstentions 8

   Vice President Graduate and Continuing Studies: (if applicable) 
   in favor or opposed or abstain (circle one)
   (please attach comments)
   Date: __/__/___

   Teacher Preparation Programs [Initial Licensure]: (if applicable) 
   in favor or opposed or abstain (circle one)
   (please attach comments)
   Date: __/__/___

   Division Coordinator: 
   (please attach department and division discussion summaries)
   Date: 8/26/2011
   Division Vote:
   in favor 24 opposed 0 abstentions 0

   Committee Chair (VPAA): 
   Date: 9/2/11
   Curriculum Committee vote:
   in favor 8 opposed 0 abstentions 0

6. Date of Resolution:
   (a) 30-day approval period ends ________________
   (b) date of faculty meeting for consideration ________________

NOTE: See APAP section 110 for more information regarding changes to curriculum.
Attachment 1: Course Syllabus
MUSKINGUM UNIVERSITY
Proposal Syllabus, BUSI 4AA: Strategic Management
Prerequisites for B.S. in Business Administration:
24 of 30 credits of the Business Core completed; BUSI 321, Organizational Management; BUSI 341, Marketing; BUSI 318 Managerial Finance.

Prerequisites for B.S. in Human Resource Management:
24 of 30 credits of the Business Core completed; BUSI 321, Organizational Management; BUSI 415, Human Resource Management; BUSI 3AA, Employment Law for Business.

COURSE DESCRIPTION:

This course is designed to be a comprehensive examination of strategic management of organizations and how an upper-level manager formulates and implements an appropriate strategy. At a minimum, students will investigate the following: the strategic management process, mission statements, objectives, external and internal analyses, business level strategies, competitive dynamics, financial statement analysis, ethical issues in strategic management, corporate level strategies, international strategies, strategy implementation and organizational change, and corporate governance. Integration of the various management and business disciplines previously studied and experienced as well as the opportunity to develop managerial decision-making abilities are stressed.

COURSE LEARNING OBJECTIVES:

After completing this course, the student will be able to:
1) have an understanding of the fundamental concepts in strategic management including the different levels and components of strategy, the analyses necessary to do sound strategic planning, and the processes and difficulties associated with strategic change.

2) have an understanding of how managers responsible for the strategic direction of organizations must coordinate the functional activities of organizational departments, and consequently help students integrate the knowledge gained from their functionally-related courses.

3) have practiced the analytical skills necessary to make assessments of the performance of entire businesses and companies’ strategies and be able to use their analytical skills to make and justify strategic decisions in communications.

SUGGESTED TEXT:

Strategic Management, Fred R. David, Prentice Hall, 2011 (13th edition). This text is highly recommended as it contains many cases cutting across profit and non-profit as well as big and small companies. The text also meets the ACCSB international guidelines.
SUGGESTED SCHEDULE AND ASSIGNMENTS:

✓ Assuming the course is delivered in a 10 week term, students should complete the following chapters and assignments by week five:
  o Chapter’s 1-8 of the text.
  o Critically analyze topical and historical examples of strategy in all sorts of organizations, from public to private to nonprofit, and running in scope from small organizations all the way to global organizations. In other words, case studies from the text on how company’s succeeded/failed due to upper-level management’s ethics, attitudes, and decisions regarding strategy.
  o Examine cases of internal and external analyses.
  o Organize and analyze a sample of data that can aid in appropriate upper-level management decision making.
  o Critically analyze a company’s financial documents for appropriate strategy formulation.
  o Examine the use of objectives and functional plans, and how they integrate into overall strategic management formulation.

✓ The following should be accomplished between week five and the end of the term/course:
  o Chapter’s 9-11.
  o Exploration of global strategic issues and environmental issues and sustainability in strategy.
  o The term assignment should be to formulate a strategy for an organization. This assignment is quite comprehensive so it should be started early in the term and be a culminating exercise for the course content.