

**THE AMERICAN
BUSINESS SCHOOL
PARIS**

COURSE TITLE : **STRATEGIC MANAGEMENT & ORGANIZATIONAL POLICY**

COURSE NUMBER : MGT 410

CREDITS : 3

PREREQUISITE : MGT 210, MGT 220

SEMESTER HOURS : 45

OFFERED : SPRING

COURSE DESCRIPTION & OBJECTIVES :

This course is essentially a "capstone" on business education, incorporating all principles of prior business courses and applying these elements to practical, real-life models through assigned case analyses. Both subjective and objective judgement will be required for a complete and satisfactory resolution.

The general objective is the broadening of the understanding of the nature and dynamics of complex organizations and the interplay of the various business disciplines (accounting, finance, personnel, management, marketing, economics) in the successful management and leadership of these organizations. The particular objective is the development and utilization of skills in situational analysis and decision-making and in the oral and written communication necessary to effective implementation.

INSTRUCTIONAL METHODOLOGY :

Presentation of the theoretical material to be covered in lecture form, group presentations of cases studied in class, written critiques of these cases. Will be dealt with in class :

- Strategic Management Process; Case Analysis as a Method of Study
- General Management as a Conceptual Framework
- Manager as Strategist : Roles, Functions, Skills Required
- Tasks of Strategic Management - Defining company Mission; Setting Objectives
- Strategic Analysis : External Environment, Internal Environment, Forecasting
- Strategic Formulation : Alternative Strategies, Contingency Plans, Defensive Plans
- Strategic Implementation : Organization Structure, Performance Reward System, Support systems
- Strategic Evaluation : Control Systems, Personal & Ethical Values

TEXT : *Crafting & Executing Strategy*, Strickland & Thomson, McGraw Hill, 15th Ed, 2007

EVALUATION :

The final grade will be made up of a class presentation, written case analyses, class quizzes and a final examination.