

**Eastern Illinois University**  
**New Course Proposal Format**  
(Approved by CAA on 4/3/14 and CGS on 4/15/14, Effective Fall 2014)

CGS Agenda Item: 17-34  
Effective Summer 2017

**Banner/Catalog Information (Coversheet)**

1. ☒ **New Course** or ☐ **Revision of Existing Course**
2. **Course prefix and number:** MBA 5000A
3. **Short title:** Strategic Management
4. **Long title:** Strategic Management
5. **Hours per week:** 3 Class 0 Lab 3 Credit
6. **Terms:** ☐ Fall ☐ Spring ☐ Summer ☒ On demand
7. **Initial term:** ☐ Fall ☐ Spring ☒ Summer Year: 2017
8. **Catalog course description:** This course investigates the major functions of top management, the major problems that affect the success in the total organization, and the decisions that determine the direction of the enterprise. Heavy emphasis on the ethical-social responsibility with implications in strategic decision making, including value chain analysis, and internal, external, and global considerations. Includes case studies, special reports, and seminar discussion of firm management problems. This course is available only to students in the MBA Online program or by permission of the Coordinator, Graduate Business Studies.

**9. Course attributes:**

General education component: N/A

☐ Cultural diversity ☐ Honors ☐ Writing centered ☐ Writing intensive ☐ Writing active

**10. Instructional delivery**

**Type of Course:**

☒ Lecture ☐ Lab ☐ Lecture/lab combined ☐ Independent study/research  
☐ Internship ☐ Performance ☐ Practicum/clinical ☐ Other, specify: \_\_\_\_\_

**Mode(s) of Delivery:**

☐ Face to Face ☒ Online ☐ Study Abroad  
☐ Hybrid, specify approximate amount of on-line and face-to-face instruction \_\_\_\_\_

11. Course(s) to be deleted from the catalog once this course is approved. NONE

12. **Equivalent course(s):** MBA 5000

a. Are students allowed to take equivalent course(s) for credit? ☐ Yes ☒ No

13. **Prerequisite(s):** BUS 2101, ECN 2801, and BUS 3010.

a. Can prerequisite be taken concurrently? ☐ Yes ☒ No

**b. Minimum grade required for the prerequisite course(s)?**   C  

**c. Use Banner coding to enforce prerequisite course(s)?**      Yes   X   No

**d. Who may waive prerequisite(s)?**

     No one      Chair      Instructor      Advisor   X   Other (specify) Coordinator,  
Graduate Business Studies

**14. Co-requisite(s):**   NONE  

**15. Enrollment restrictions**

**a. Degrees, colleges, majors, levels, classes which may take the course:**   MBA, Graduate Students  

**b. Degrees, colleges, majors, levels, classes which may not take the course:**  
  Undergraduates  

**16. Repeat status:**   X   May not be repeated      May be repeated once with credit

**17. Enter the limit, if any, on hours which may be applied to a major or minor:**   3  

**18. Grading methods:**   X   Standard      CR/NC      Audit      ABC/NC

**19. Special grading provisions:**

     Grade for course will not count in a student's grade point average.

     Grade for course will not count in hours toward graduation.

     Grade for course will be removed from GPA if student already has credit for or is registered in:  
\_\_\_\_\_

     Credit hours for course will be removed from student's hours toward graduation if student  
already has credit for or is registered in: \_\_\_\_\_

**20. Additional costs to students:**

Supplemental Materials or Software      included in Course Fee \_\_\_\_\_

Course Fee      No   X   Yes, Explain if yes   \$100   course fee for program simulations, software and  
supplemental materials that will be purchased in bulk and distributed online in the course materials

**21. Community college transfer:**

     A community college course may be judged equivalent.

  X   A community college may not be judged equivalent.

Note: Upper division credit (3000+) will not be granted for a community college course, even if the  
content is judged to be equivalent.

## **Rationale, Justifications, and Assurances (Part I)**

1.   x   Course is required for the major(s) of Master of Business Administration (except Accountancy Concentration)

       Course is required for the minor(s) of \_\_\_\_\_

       Course is required for the certificate program(s) of \_\_\_\_\_

       Course is used as an elective

2. **Rationale for proposal:** This course is a required course in the MBA Online program. The course objectives and content are the same as MBA 5000; the MBA 5xxxA courses are being added to address differential tuition rates and separate course fees that are unique to the MBA Online program courses.

3. **Justifications for (answer N/A if not applicable)**

Similarity to other courses: Intentionally the same course, same degree program, but is needed to address administrative differences between degree program designs (online versus face-to-face)

Prerequisites: Material in MBA level course requires knowledge of financial accounting, macroeconomics, and management for terminology, concepts, theories and practices that will be applied in the MBA course.

Co-requisites: NONE

Enrollment restrictions: Due to the specificity of the research and content examined, and the specialized MBA Online program structure, enrollment in this course will be restricted to MBA Online students or those with permission of the Coordinator, Graduate Business Studies.

Writing active, intensive, centered: N/A

4. **General education assurances (answer N/A if not applicable)**

General education component: N/A

Curriculum: N/A

Instruction: N/A

Assessment: N/A

5. **Online/Hybrid delivery justification & assurances (answer N/A if not applicable)**

Online or hybrid delivery justification: Offering and instructing this course through an online model allows and increases the enrollment probability of alumni and other interested students who have moved away from campus, are currently employed, or live outside the East Central Illinois area. Online delivery of this course provides the opportunity to market to these

potential students through the MBA online program offered by the School of Business at EIU.

Instruction: Lectures equivalent to those from the face-to-face courses may be recorded & posted online. All faculty who will deliver this course online are/will be OCDi (or appropriate equivalent) trained.

Integrity: Students will take quizzes and exams through an online testing taking monitoring system, or they will take them at a proctored facility such as a community college in their area.

Interaction: At the discretion of the faculty, provisions and requirements would vary but generally will utilize Email, Web-Based Discussions, and Web-conferencing. Email will be utilized in addressing individual student questions/communication. The web-based discussions (via a LMS-type environment) will be used to gauge student understanding of the materials presented via web-based video delivery and to provide clarification from the instructor. Web-based conferencing will be used to provide students with the opportunity to present their work to all members of the class, receive real-time feedback in the form of questions and discussion of their presentation and interact in real time with the faculty member and classmates.

## **Model Syllabus (Part II)**

Please include the following information:

1. Course number and title. MBA5000A Strategic Management
2. Catalog description.

This course investigates the major functions of top management, the major problems that affect the success in the total organization, and the decisions that determine the direction of the enterprise. Heavy emphasis on the ethical-social responsibility with implications in strategic decision making, including value chain analysis, and internal, external, and global considerations. Includes case studies, special reports, and seminar discussion of firm management problems.
3. Learning objectives (Graduate School Learning Goals being met).
  1. Evaluate the role of leadership and teamwork activities in organizational effectiveness and profitability. (Content, Critical thinking and problem solving skills)
  2. Demonstrate managerial problem solving and decision-making skills. (Critical thinking and problem solving skills)
  3. Analyze strategic planning with a “systems” approach, including value chain analysis and other modern strategic management models and theories for both long- and short-term perspectives. (Content, Critical thinking and problem solving skills)

4. Identify the role that vision, mission, goals, strategies, and policies play in domestic and international management. (Content, Critical thinking and problem solving skills)
5. Identify and analyze managerial problems in a dynamic environment and recommend practical and timely solutions to them. (Content, Critical thinking and problem solving skills)
6. Apply business decisions that include management attitudes and values, and with consideration for social and ethical implications. (Content, Critical thinking and problem solving skills)

#### 4. Course materials.

***Strategic Management*** (2nd ed.). 2015. Rothaermel, McGraw-Hill Education. ISBN: 978-0-07-764506-9

***What I Didn't Learn in Business School: How Strategy Works in the Real World.*** 2010. Barney & Clifford, Harvard Business Review Press. ISBN: 978-1-4221-5763-3

#### 5. Weekly outline of content.

Topic	Approximate Class hours
The Strategic Management Process	2.5
Stakeholders and the Corporate Mission	2.5
External Analysis: The Identification of Industry Opportunities and Threats	2.5
Internal Analysis: Resources, Capabilities, and Competitive Advantage	2.5
Building Competitive Advantage Through Functional-level Strategy	2.5
Business-level Strategy	2.5
Competitive Strategy and the Industry Environment	2.5
Strategy in the Global Environment	2.5
Corporate Strategy: Vertical Integration, Diversification, and Strategic Alliances	2.5
Corporate Development: Building and Restructuring the Corporation	2.5
Designing Organizational Structure	2.5
Designing Strategic Reward Systems	2.5
Matching Structure to Current Strategy	2.5
Implementing Strategic Change	2.5
Evaluation and Control	2.5
Final Exam	2
Total Hours, including Final Exam	39.5

#### 6. Assignments and evaluation, including weights for final course grade.

Mid-Term Exam 100 points

Final Exam 100 points

Current topic investigation 100 points

Corporate analysis case study 100 points

Presentation 100 points

Class discussion (topics assigned) 100 points

7. Grading scale.

90-100% - A

80-89% - B

70-79% - C

60-69% - D

Below 59% - F

8. Correlation of learning objectives to assignments and evaluation.

Objective		Mid-Term Exam	Final Exam	Current Topic	Case Study	Presentation	Discussion
1	Evaluate the role of leadership and teamwork activities in organizational effectiveness and profitability.	X		X	X		
2	Demonstrate managerial problem solving and decision-making skills.	X	X		X	X	
3	Analyze strategic planning with a “systems” approach, including value chain analysis and other modern strategic management models and theories for both long- and short-term perspectives.	X		X	X	X	X
4	Identify the role that vision, mission, goals, strategies, and policies play in domestic and international management.	X		X	X		X
5	Identify and analyze managerial problems in a dynamic environment and recommend practical and timely solutions to them.		X	X	X	X	X
6	Apply business decisions that include management attitudes and values, and with consideration for social and ethical implications.		X		X	X	

**Date approved by the Management Discipline: 2/22/2017**

**Date approved by the School of Business/Graduate Committee: 3/7/2017**

**Date approved by the LCBAS College Curriculum Committee: 3/24/2017**

**Date approved by the Honors Council (if this is an honors course): N/A**

**Date approved by CAA: N/A CGS: 4/18/2017**