



SYLLABUS COLLEGE OF BUSINESS ADMINISTRATION

Course Number Course Name	BA432 STRATEGIC MANAGEMENT
Credit Value (Breakdown of theory and lab credits)	3 Theory
Catalog Course Description	Basic concepts, frameworks, and methodologies useful to managers in crafting and executing business strategy, including quality management. Prerequisite: BA 240. (3, 3T+0S)
Student Learning Outcomes/Objectives /Competencies of the Course	<ol style="list-style-type: none"> 1. Knowledge of business models 2. Understand how a company's strategy is formulated 3. Explain the relationship between business phases and project lifecycles 4. Develop the ability to assess a company's internal & external environment and be able to formulate a sound business strategy 5. Understand that a firm's business strategy evolves with time and must be evaluated regularly 6. Know what methods of measurement must be installed to have an accurate evaluation 7. Learn how to develop sound strategies in a changing local and global economy.
College-Wide Student Learning Outcomes	<ol style="list-style-type: none"> 1. Communication 2. Critical Thought 3. Information Literacy 4. Cultural Competence <p>Outcome in Bold</p>