

BA 76 Strategic Management Spring 2007

BA 76 is a “senior” course which should be taken only after the student has taken Introduction to Management, Information Systems Management, Operations Management and Marketing. The purpose of the course is to provide the Student with insights into the key principals, applications as well as issues regarding the concept of Strategic Management. The course will cover such principals as:

- ☆ **Strategic Thinking**
- ☆ **Strategic Planning**
- ☆ **Strategic Acting/Learning**

Principals will be covered in detail to include theory, application and evaluation (case-study). Dependent upon class size and work experiences, several management approaches in support of Strategic Management Principals will be outlined & discussed. These may include: Organizational Structure/Environmental analysis; Systems Thinking; Diversity, Knowledge and Knowledge Management; Innovation; Business Engineering, Strategic Planning, Future Forecasts; Decision Making; Motivation, Leadership; Entrepreneurialism; and, Human Capital.

Requirements for the course include:

- ❖ **No text**
- ❖ **Three ring-binder**
- ❖ **Internet access**

Course grading will be based upon:

- **Attendance**
- **Participation**
- **Take-home assignments**
- **Test(s) grades**

Contact: Jmeindl@bellsouth.net

BA 30

Course Objectives:

Though BA 30 is an introductory course to Management, the objectives of the course will be tailored to the participants in order to apply theory, practice and real-world experiences to the contemporary practice of Management in their given personal and professional lives. The Course will cover:

- ◆ A fundamental understanding of Management Theory, Organizational Structure & Contemporary Human Resources
- ◆ Dependent upon class size and topical interest survey topics will be covered ranging from:
 - ◆ Decision Making
 - ◆ Diversity
 - ◆ Leadership
 - ◆ Planning
 - ◆ Innovation
 - ◆ Motivation
 - ◆ Organizational Conflict and Politics
 - ◆ Corporate Culture
 - ◆ Technology and Management

Each topic will be lectured and discussed in terms of theory, practice and real world experiences. The application of knowledge will be presented towards the student on a theoretical, practical and real-world experience basis

Text and Materials:

Required: three ring binder for handouts

Optional text: Essentials of Contemporary Management, Jones and George, McGraw-Hill

Course Grading:

- To be discussed and Determined based upon class size and interests
- Class participation
- Optional incentives to enhance grade

Communication:

- Before and after class availability
- E-mail (Jmeindl@bellsouth.net)