

# Northern Marianas College

## CURRICULUM ACTION REQUEST

**Effective Semester / Session:** Fall 2015

**Type of Action:**

- New
- Modification
- Move to Inactive (Stop Out)
- Cancellation

**Course Alpha and Number:** MG 406

**Course Title:** Business Strategies & Policies

**Reason for initiating, revising, or canceling:**

This is a required course in the Bachelor of Science in Business Management (BSBM). Many students enter the business program hoping to quickly pick up the tricks of the trade, without spending too much energy on the laborious task of thoroughly understanding organizations and their environments. Often, tools and techniques are more highly valued than developing a strategic problem-solving ability. However, this may lead to superficiality as there are no shortcuts to learning to think strategically. Within the field of business strategy there are many contradictory paradigms. Frameworks that fit one firm may be useless for another. In this course, the emphasis is not on filling in frameworks and applying standard recipes. On the contrary, students will be expected to challenge recipes, question received wisdom, and exhibit unconventional thinking.

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Chavel Green

Proposer

  
Date

  
Chavel Green

Department Chair

  
Date

  
Barbara K. Mervalen

Dean of Academic Programs and Services

  
Date

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## Course Guide

**Course:** MG 406 Business Strategies & Policies

### 1. Department

Business

### 2. Purpose

This course gives an overview of all essential aspects of business policy and strategic management. The intention is to provide students with strategy insights; reflect on strategic dilemmas; and practice strategy tools to enable students to become strategic thinkers. The course will cover strategy analysis, formulation of strategies at different levels of the organization and strategy implementation. Students will reflect on the purpose of organizations, their governance, and their role towards shareholders, stakeholders and society in general.

### 3. Description

#### A. Required/Recommended Textbook(s) and Related Materials

Required:

Wheelen, T., Hunger, J. Hoffman, A., & Bamford, C., *Strategic Management and Business Policy: Globalization, Innovation, and Sustainability, 14th ed.* ©2015, Prentice Hall.

Readability Level: College Level

#### B. Contact Hours

1. **Lecture:** 3 hours per week / 45 hours per semester

2. **Lab:** N/A

3. **Other:** N/A

#### C. Credits

1. **Number:** 3

2. **Type:** Regular degree credits

#### D. Catalogue Course Description

Participants will develop an appreciation of the importance for strategic management for effective and successful management as well as a clear, motivating strategic vision. Students will be given an understanding of the range of analysis that is required for strategic formulation and how to formulate a strategy for an organization. Students will appreciate the importance of aligning company strategy with both industry and competitive conditions and company resources capabilities. As such, students will know how to implement a strategy as well as differentiate between winning and mediocre strategies. Prerequisite: must complete 60 credit hours to maintain junior level. English Placement Level: EN 202. Math Placement Level: MA 161. (Offered Spring).

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**E. Degree or Certificate Requirements Met by Course**

A "C" grade or better in this course satisfies a core course requirement in Northern Marianas College Bachelor of Science in Business Management.

**F. Course Activities and Design**

Course activities include lecture, discussions, homework assignments, test, quizzes, peer reviewed case study, simulations, and a final exam.

**4. Course Prerequisite(s); Concurrent Course Enrollment; Required English/Mathematics Placement Level(s)**

Prerequisites: Must complete 60 credit hours to maintain junior level.

English Placement Level: EN 202

Math Placement Level: MA 161

**5. Estimated Cost of Course; Instructional Resources Needed**

Cost to the College: Instructor's salary

Cost to the Student: Tuition for a 3-credit hour course and the cost of the textbook.

Instructional resources needed for this course include, overhead projector, TV/VCR, videotaped programs, library books, and dry-erase board/markers.

**6. Method of Evaluation**

Student's grades will be based on the regular letter grade system as described below:

A: Excellent-grade points:	4.0
B: Above average-grade points:	3.0
C: Average-grade points:	2.0
D: Below average-grade points:	1.0
F: Failure-grade points:	0.0

NMC's grading and attendance policies will be followed.

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### 7. Course Outline

This is a topical outline and does not necessarily indicate the sequence in which the material will be presented.

- 1.0 The Tools of Strategic Analysis
  - 1.1 What is strategy and the strategic management process?
  - 1.2 Evaluating a firm's external environment
  - 1.3 Evaluating a firm's internal capabilities
  
- 2.0 Business-Level Strategies and Integration
  - 2.1 Cost leadership
  - 2.2 Product differentiation
  
- 3.0 Corporate Strategies and Integration
  - 3.1 Vertical integration
  - 3.2 Corporate diversification
  - 3.3 Organizing to implement corporate diversification
  - 3.4 Strategic alliances
  - 3.5 Mergers and acquisitions
  - 3.6 International strategies

### 8. Instructional Goals

This course will introduce students to:

- 1.0 How a company analyze its strategic direction;
- 2.0 How the company's mission and vision statement relate and critique these statements to the company's strategic direction;
- 3.0 The SWOT analysis and the relationship between the SWOT and a company's strategic direction;
- 4.0 Micro and macro forces that shape a company's strategic plan and determine performance;
- 5.0 The steps for the proper alignment of financial and non- financial resources within a company's strategic plan;
- 6.0 The company's strategic plan in the context of the industry life cycle and environment in which it operates;
- 7.0 Established metrics that assess and measure strategic performance;
- 8.0 The company's communication and feedback loop relative to company strategy and performance;

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- 9.0 The financial performance relative to the company's strategic plan;
- 10.0 Risks and risk mitigation strategies appropriate to the company's strategic direction;
- 11.0 Strategies for a single or multi-business organization; and
- 12.0 The development and preparation of a strategic review document presented in a consistent form and properly documented.

### 9. Student Learning Outcomes

Upon successful completing of this course, students will be able to:

- 1.0 Determine business policy/strategic management and why it is important;
- 2.0 Discuss the key concepts of corporate and business level strategy;
- 3.0 Develop an awareness of the impact that external environmental factors have on business strategy;
- 4.0 Discern between the causes and the symptoms of business problems;
- 5.0 Report how current ideas on corporate strategy have evolved;
- 6.0 Utilize strategic assessment tools to identify companywide problems;
- 7.0 Relate the problems associated with long-term strategy formulation and implementation;
- 8.0 Create solutions to problems associated with business-related problems;
- 9.0 Discuss implications associated with solutions for business-related problems;
- 10.0 Quantify the difficulties encountered by people working in organizations and groups;
- 11.0 Communicate ideas and principles coherently to a business-related audience through both oral and written mediums; and
- 12.0 Appraise the international dimensions of corporate strategy.

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### 10. **Assessment Measures**

Assessment of student learning may include, but not be limited to, the following:

- 1.0 Tests and quizzes;
- 2.0 Peered reviewed case studies;
- 3.0 Homework;
- 4.0 Research assignments;
- 5.0 Class participation;
- 6.0 Oral presentations; and
- 7.0 Final exam.