

Course Number & Name ► MB 550 – Strategic Leadership
Required Text(s) ►

For required textbooks for this course, please visit our online bookstore at <http://www.shop-edmap.biz/stj/>

Course Objectives ►

Upon completion of the course, you should be able to do the following:

1. Explain characteristics of strategic leadership and strategic thinking.
2. Define and employ strategic leadership terminology appropriately.
3. Discuss characteristics of the macro-environment, industry structure, and the organization that may affect strategy and competitiveness.
4. Apply analytical frameworks to analyze the competitive positions and future prospects of organizations.
5. Discuss strategy selection issues and alternatives.
6. Identify factors that facilitate effective planning processes and successful implementation.
7. Apply course concepts across a variety of industries and business settings.



What you can expect from this course (volume of work) ►

Grading Breakdown ►

Class Participation	40%
Written Assignments.....	60%