

MGMT 6085 Corporate Strategy Executive Summary

Registration Details

Course: MGMT 6085 Corporate Strategy

Credits: 4 credits

Prerequisites: MBA 6301 (previously MBA 6300), MBA Student

Description

This course focuses on the strategic management of the multi-business firm. It provides understanding about strategic choices such as outsourcing or internalizing activities and entering or leaving lines of business. Students will see how firms can create and sustain competitive advantage through the development and deployment of firm resources, and the strategic choice of what activities to keep within the firm.

Objectives & Learning Outcomes

In particular, we explore:

- The notion of added value
- How firms add value through their resources and the incentives to develop resources
- Why companies exist
- Why a company would participate in more than one line of business
- How to evaluate and manage 'hybrid' business forms such as franchises

This class is designed so as to spend the first month introducing different tools and ideas. The remainder of the class then integrates these ideas to provide students with a systematic, disciplined, and comprehensive way to look at companies. This final stage is augmented by a term project, which culminates with a presentation and report.