

CALIFORNIA STATE UNIVERSITY CHANNEL ISLANDS

NEW COURSE PROPOSAL

PROGRAM AREA BUSINESS & ECONOMICS

1. Catalog Description of the Course. *[Include the course prefix, number, full title, and units. Provide a course narrative including prerequisites and co requisites. If any of the following apply, include in the description: Repeatability (May be repeated to a maximum of ___ units); time distribution (Lecture ___ hours, laboratory ___ hours); non-traditional grading system (Graded CR/NC, ABC/NC). Follow accepted catalog format.]*

MGT 422. Strategic Planning (3 units)

Three hours per week.

Prerequisite: MGT 307

Examines principles, methods and procedures for strategic planning for all types of organizations. Topics include developing missions, strategies, tactics, goals/objectives, strategic divisions, internal and external environmental analysis, strategic implementation and monitoring/control mechanisms. Strategic planning is explored for both non-profit and for-profit organizations. Special emphasis will be given to the development of realistic strategic plans that can be implemented, measured and controlled in a real world environment.

2. Mode of Instruction.

	Units	Hours per Unit	Benchmark Enrollment
Lecture	3	1	15
Seminar	_____	_____	_____
Laboratory	_____	_____	_____
Activity	_____	_____	_____

3. Justification and Learning Objectives for the Course. (Indicate whether required or elective, and whether it meets University Writing, and/or Language requirements) *[Use as much space as necessary]*

This is an elective course in the BS in Business Program and a required course for the Certificate in Program Management for Public Organizations. An understanding of the role of strategic planning is an essential for the effective management of organizations. The course will use cases and in-class exercises to illustrate strategic planning topics.

Learning Objectives:

Students who successfully complete this course will be able to:

- describe the fundamentals of strategic planning within private and public organizations
- write analyses of complex cases related to strategic planning principles
- formulate and execute strategic planning management policies, strategies, plans and procedures
- identify, conceptualize, and develop solutions for strategic planning

4. Is this a General Education Course YES NO

If Yes, indicate GE category:

A (English Language, Communication, Critical Thinking)	
B (Life Sciences)	
C (Fine Arts, Literature, Languages & Cultures)	
D (Social Perspectives)	
E (Human Psychological and Physiological Perspectives)	

5. Course Content in Outline Form. *[Be as brief as possible, but use as much space as necessary]*

1. Concepts and techniques of strategic management
2. Overview of planning principles
3. Environmental assessment
4. Stakeholder analysis
5. Mission and general strategy
6. Competitor analysis
7. Corporate culture and its influence on strategy
8. Ethical, Legal Issues
9. New organizational models
10. Strategic control mechanisms
11. Strategic planning and leadership

6. References. *[Provide 3 - 5 references on which this course is based and/or support it.]*

1. Burgekman, Robert A., 2000, *Strategy Is Destiny*, New York: Free Press.
2. Freeman, R.E., 1984, *Strategic Management: A Stakeholder Approach*, Boston: Pitman.
3. R.P. Rumelt, D.E. Schendel & D.J. Teece (Editors), 1994, *Fundamental Issues in Strategy*, Boston: Harvard University Press.
4. Porter, M.E., 1984, *Competitive Advantage*, New York: Free Press.
5. Stenier, George, 1979, *Strategic Planning*, New York: Free Press.

7. List Faculty Qualified to Teach This Course.

William P. Cordeiro
Other Business faculty

8. Frequency.

a. Projected semesters to be offered: Fall 1 Spring 1 Summer

9. New Resources Required.

- a. Computer (data processing), audiovisual, broadcasting needs, other equipment
- b. Library needs
- c. Facility/space needs

10. Consultation.

Attach consultation sheet from all program areas, Library, and others (if necessary)

11. If this new course will alter any degree, credential, certificate, or minor in your program, attach a program modification.

Proposer of Course

Date

Approvals

Program Coordinator _____ Date _____

GE Committee Chair _____ Date _____

Curriculum Committee Chair _____ Date _____

Dean _____ Date _____

Effective Semester: _____

**California State University Channel Islands
New Course Proposal Consultation Sheet**

1. Course prefix, number, title, and units: MGT 422 Strategic Planning (3 units)

2. Program Area: Business & Economics

Recommend Approval

Program Area/Unit	Program/Unit Coordinator	YES	NO (attach objections)	Date
Art				
Business & Economics				
Education				
ESRM				
Humanities				
Liberal Studies				
Mathematics & CS				
Sciences				
Library				
Information Technology				