

Montgomery County Community College
MGT 295
Business Management Capstone
3-3-0

COURSE DESCRIPTION:

This course provides students with an integrative learning experience, combining their acquired knowledge and skills in accounting, economics, marketing, and management. Students are expected to apply practical understanding and academic theory to demonstrate critical thinking skills. The course is a summative experience that emphasizes business and management competencies in today's global environment. Students will develop mastery in strategic management to successfully provide value in a competitive and dynamic marketplace.

REQUISITES:

Previous Course Requirements

MGT 111 Principles of Management
MKT 111 Principles of Marketing
ACC 105 Survey of Accounting
OFM 101 Business Software Essentials
ACC 150 Legal Environment of Business
ENG 117

responsibility based on current legal, social, and ethical guidelines and regulations.	Interactive practice sets Discussion Lecture Exercises	Case Study
4. Use proficient verbal, written, and interpersonal presentation skills to create a comprehensive business recommendation.	Videos/Multimedia materials Readings Interactive practice sets Discussion Lecture Exercises	Research Paper and Presentation

At the conclusion of each semester/session, assessment of the learning outcomes will be completed by course faculty using the listed evaluation method(s). Aggregated results will be submitted to the Associate Vice President of Academic Affairs. The benchmark for each learning outcome is that *70% of students will meet or exceed outcome criteria*.

SEQUENCE OF TOPICS:

1. Strategy, Business Models, and Competitive Advantage
2. Strategy Formulation, Execution, and Governance
3. Evaluating a Company's External Environment
4. Evaluating a Company's Resources, Capabilities, and Competitiveness
5. The Five Generic Competitive Strategies
6. Strengthening a Company's Position: Strategic Moves, Timing, and Scope of Operations
7. Strategies for Competing in International Markets
8. Corporate Strategy: Diversification and the Multi-business Company
9. Ethics, Corporate Social Responsibility, Environmental Sustainability, and Strategy
10. Superior Strategy Execution – Another Path to Competitive Advantage

LEARNING MATERIALS:

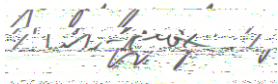
Essentials of Strategic Management: The Quest for Competitive Advantage;
John Gamble, Arthur Thompson Jr., Margaret Peteraf; McGraw Hill, 6th edition, 2019.

Other learning materials may be required and made available directly to the student and/or via the College's Libraries and/or course management system.

COURSE APPROVAL:

Prepared by: Paul Johnson, Eileen Kearney, and Theresa Sullivan Date: 1/2019

VPAA/Provost or designee Compliance Verification: Date: 2/5/2019

A handwritten signature in black ink, appearing to read "Theresa Sullivan", is written over a horizontal line.

This course was developed, approved and will be delivered in full compliance with the policies and procedures established by the College. It