

# Strategy (STRT)

## Courses

### **STRT 4301. Strategic Analysis and Decision Making. (4 Hours)**

Examines key components of strategic decision making in-depth. Strategic decision making involves solving complex business problems to achieve company objectives within a competitive context. Topics covered include understanding the competitive environment, managing uncertainty, identifying and evaluating resource allocation alternatives, and creating action plans to implement strategic decisions. Emphasizes critical thinking and making decisions with incomplete information in a competitive environment.

### **STRT 4501. Strategy in Action. (4 Hours)**

Introduces and describes the tools necessary to analyze, formulate, and implement business strategy in today's uncertain and volatile world. Provides a dynamic, global, cross-functional perspective across traditional, platform, digital, and other cutting-edge businesses. Offers students an opportunity to sharpen their ability to think strategically at multiple levels, including overall strategies, major firm activities, and specific actions. Examines the drivers of sustained superior performance in the face of rapidly changing markets, technologies, societies, and geopolitics. Offers a capstone experience that translates into real-world strategic situations.

**Attribute(s):** NUpath Capstone Experience, NUpath Writing Intensive

### **STRT 4509. Strategic Management. (4 Hours)**

Presents a general management perspective on business strategy, the "big picture." Illustrates how a well-thought-out strategy can lead to sustained, superior performance by firms in a dynamic business environment. Offers students an opportunity to obtain a broad understanding of the importance and complexity of strategic decisions from a practical and problem-oriented approach. Applies concepts, analytic frameworks, and intuition to the strategic issues that real-world companies face.

### **STRT 4992. Directed Study. (1-4 Hours)**

Offers independent work under the direction of faculty members of the department on a chosen topic. Course content depends on instructor. May be repeated up to three times for a maximum of 8 semester hours.

### **STRT 6200. Strategic Decision Making in a Changing Environment. (3 Hours)**

Focuses on strategy development and implementation for a line of business and for the corporation as a whole by adopting a top management perspective. Beginning with developing a mission statement and goals for the firm, focuses on environmental scanning, incorporating economic, technological, sociopolitical, and legal trends in conducting industry analysis, thus assessing opportunities and threats and the firm's capabilities before formulating strategy that represents a fit between the environment and the firm. Discusses how to develop competitive advantage and assess competitive positioning, and studies how organizational structure and systems contribute to implementing strategy. Stresses the role of leadership and motivation before moving on to feedback mechanisms to assess success in strategy implementation, leading to revision of strategic plans as needed.

### **STRT 6210. Workforce Metrics and Analytics. (3 Hours)**

Introduces how to measure and manage a workforce strategically, including (1) identifying the strategic work that is truly necessary to execute firm strategy; (2) investing in differentiated management systems that support that work; and (3) designing and implementing targeted measurement systems, such as human resources function and workforce scorecards, designed to help to hold line managers accountable for strategic talent. Emphasizes helping students move from a focus on levels associated with a particular workforce attribute (e.g., what is our cost per hire?) to understanding the impact of the workforce on business-level outcomes (e.g., how might an increase in the quality of our project managers affect new product cycle time?).

### **STRT 6220. Strategic Management for Healthcare Organizations. (3 Hours)**

Offers students an opportunity to understand general business strategy concepts as they relate to the healthcare industry. Explores how to analyze market opportunities and challenges as they apply to various healthcare organizations, such as hospitals, physician organizations, and nursing homes. Presents and discusses analytical frameworks for making strategic decisions, drawing on different disciplines, including economics, management, and psychology. Strategic issues include mergers and acquisitions, vertical integration, joint ventures and alliances, performance-control systems, and organizational design.

**STRT 6224. Managing the Sustainable Global Enterprise. (3 Hours)**

Examines the role of multinational companies and their business leaders in addressing the sustainability challenges of our time as well as the nature of these challenges. Analyzes the changing role of corporations in society and their potential for multistakeholder collaborations to bring about positive societal change. Explores best management practices for addressing sustainability issues in a global context and how different national rules, norms, and beliefs shape multinational companies' ability and willingness to take on the role of positive change agents in society.

**STRT 6318. Strategic Planning for the Future. (2 Hours)**

Provides the fundamental concepts for understanding and managing strategy in a competitive context. Focuses on analysis, critical thinking, and making strategic decisions. Discusses the analytical tools to understand the industry and firm context. Explores the design and execution of strategies to compete successfully. Investigates the strategic changes involved as firms grow and expand into new businesses and geographic markets.

**STRT 6962. Elective. (1-4 Hours)**

Offers elective credit for courses taken at other academic institutions. May be repeated without limit.

**STRT 7976. Directed Study. (1-4 Hours)**

Offers independent work under the direction of members of the department on chosen topics. May be repeated once.