

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 Writing for Business and Industry

Concurrent Course Requirements

None

LEARNING OUTCOMES:

Upon successful completion of this course, the student will be able to:	Learning Activities	Evaluation Methods
1. Apply management theory and practices in a business situation to make cogent strategic recommendations in a business situation.	Videos/Multimedia materials Readings Interactive practice sets Discussion Lecture Exercises	Quizzes Case study
2. Analyze data to identify best solutions to enhance organizational performance.	Videos/Multimedia materials Readings Interactive practice sets Discussion Lecture Exercises	Quizzes Project Research Paper
3. Assess an organization's corporate	Videos/Multimedia materials Readings	Quizzes Assignment

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

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This course is consistent with Montgomery County Community College's mission. It was developed, approved and will be delivered in full compliance with the policies and procedures established by the College.