

BAS 490 : Strategic Management & Policy

Credits 5

Quarter Offered Spring

Course explores strategic issues facing organizations, including top management decision making and social responsibility; environmental and industry analysis; establishing organizational mission and objectives; corporate, business and functional level strategy formulation; global and multi- domestic Strategies; strategic implementation and control; and integrating operations, finance, marketing and human resource strategies. Computer modeling to solve strategic problems is used throughout the class. This class may include students from multiple sections.

Must be seeking a Bachelor of Applied Science in Management degree to enroll. If interested, visit pencol.edu/bas

Prerequisites

[BAS 358](#), [BAS 340](#), and [BAS 435](#)

Course Outcomes

Construct an organization with internal core capabilities including the enterprise's culture, structure, compensation, the quality and pricing of products and services, ethical standards, operational efficiencies, and relationships with stakeholders to create a competitive advantage.

Formulate a marketing plan to generate brand awareness and increase revenue.

Design a financial plan to maintain the organization's fiscal well-being.

Develop external strategies such as cost leadership, product differentiation, vertical integration, and strategic alliances to increase long-term competitiveness.