

# RARITAN VALLEY COMMUNITY COLLEGE ACADEMIC COURSE OUTLINE

## Global Strategic Management – BUSI 194

### I. Basic Course Information

- A. Course Number and Title: Global Strategic Management, BUSI 194
- B. New or Modified Course: Modified
- C. Date of Proposal: Fall 2022
- D. Effective Term: Fall 2023
- E. Sponsoring Department: Business and Public Service
- F. Semester Credit Hours: 3
- G. Weekly Contact Hours: 3                      Lecture: 3  
   Laboratory: 0  
   Out of class student work per week: 6
- H. ☐ Prerequisite (s): None  
      ☐ Corequisite (s): None  
      ☐ Prerequisite (s) and Corequisite (s):
- I. Additional Fees: None
- J. Name and Phone Number and email of Department Chair and Divisional Dean:  
Department Chair Tracy Rimple, Tracy.Rimple@raritanval.edu, (908) 526-1200 x8878;  
Divisional Dean Patrice Marks, [Patrice.Marks@raritanval.edu](mailto:Patrice.Marks@raritanval.edu), (908) 526-1200 x8802

### II. Catalog Description

Strategy is what guides the people of any organization about where they should focus and in the decision-making process. This course provides a comprehensive study of strategic management considering the interaction and interconnection of the global business. Every organization, regardless of its activity, size, be it a country or a company, governmental or private, for-profit or not-for-profit, domestic or international, each and every one needs a strategy. Any professional in any organization, and independently of their level within the structure, must understand the complete process for the formulation and implementation of strategies in order to lead or contribute to the creation and deployment of a successful strategy.

### **III. Statement of Course Need**

- A. This course provides students with the skills to understand how businesses make decisions to increase long-term performance. The program was developed to analyze each step of strategic planning as from the scanning of the external and internal environments, the conception of the vision up to the strategies and policies, following with the with the elaboration of the action plans, procedures, and controls. Global Strategic Management is a necessary part of the International Business Program in order to round out the student's skill set by adding the long-run component. Strategic management, encouraged by increased global connections, is an important way for businesses to keep track of international changes and how they affect the firm.
- B. This course does not have a lab.
- C. This course generally transfers as a Business elective.

### **IV. Place of Course in College Curriculum**

- A. Free elective
- B. This course meets a Business Elective.
- C. The course meets a program requirement for the International Business Option in Business Management AAS Degree, International Business Option in Business Administration AS and International Business Certificate Programs.
- D. To see course transferability: a) for New Jersey schools, go to the NJ Transfer website, [www.njtransfer.org](http://www.njtransfer.org); b) for all other colleges and universities, go to the individual websites.

### **V. Outline of Course Content**

- A. Basic Concepts of Global Strategic Management
- B. Global Corporate Government
- C. Social Responsibility and Ethics in Global Strategic Management
- D. Environmental Scanning and Industry Analysis
- E. Organizational Analysis and Competitive Advantage
- F. Strategy Formulation: Business Strategy
- G. Strategy Formulation: Corporate Strategy
- H. Strategy Formulation: Functional Strategy and Strategic Choice
- I. Strategy Implementation: Global Strategy (new)
- J. Strategy Implementation: Organizing and Structure
- K. Strategy Implementation: Staffing and Directing
- L. Evaluation and Control

## **VI. A. Course Learning Outcomes**

**At the completion of the course, students will be able to:**

1. Analyze and interpret information from various and diverse sources, and points of view in order to gain knowledge in the subject area. (GE-5, IL)
2. Explain in writing their points of view regarding global strategic management. (GE-1)
3. Analyze cultural differences that impact global business. (GE-8)
4. Analyze the impact of globalization over organizations and people when formulating and implementing global strategies.
5. Examine the issues a manager must consider when planning and executing global strategies.

### **B. Assessment Instruments**

1. Discussions
2. Examinations
3. Research papers
3. Case study analysis

## **VII. Grade Determinants**

The student's grade will be determined using the following:

- A. essays
- B. projects
- C. tests
- D. presentations

Given the goals and outcomes described above, the primary methods for teaching and learning that may be used in the course:

- A. Lecture/discussion
- B. Individual and Small-group work
- C. Student's written presentations

## **VIII. Texts and Materials**

Suggested textbook - Wheelen, Hunger, Hoffman and Bamford, *Strategic Management and Business Policy*, Person, latest edition

Please Note: The course outline is intended only as a guide to course content and resources. Do not purchase textbooks based on this outline. The RVCC Bookstore is the sole resource for the most up-to-date information about textbooks.

## **IX. Resources**

In addition to a regular classroom, this course will require the use of the Internet and the library.