

Learning Goal #4: Integrative Knowledge – Understanding the strategic linkages among functional and support areas that provide value to a firm

Definition: Students will demonstrate an ability to assess the capabilities of an organization, understand linkage among functional and support areas, evaluate an organization's current strategic position in the context of its internal and external environment, and recommend strategic alternatives.

- A. Identify and evaluate an organization's strategic position in the context of its internal and external environments:
 - Use assessment of an organization's internal and external environments to describe the firm's current strategic position/strategies
 - Analyze the industry (industries) in which a firm competes (e.g., Five forces analysis, value chain, technology life cycles, product life cycles, etc.)
 - Analyze an organization's value chain to determine the linkages among functional and support areas, and determine the areas that provide the greatest value to the firm
 - Assess the financial position of a firm

- B. Recommend strategic alternatives:
 - Evaluate the relevancy of a firm's current capabilities in light of anticipated industry trends
 - Analyze a firm's strategy based on an understanding of the industry and firm's capabilities

Procedure: Data are collected from embedded assignments in MGMT 780 across all MBA programs. The instructor of the course conducts the assessment (from student case study analyses) using a rubric created by faculty members in Strategic Management.