(16088,16089 & 22306) Honors Strategic Management

TuTh 8:45-10:00am (16088), TuTh 11:40am-12:55pm (16089) or TuTh 2:35-3:50pm (22306) • BU 200 • Toyah Miller

P: A100, A201, A202, G202, K201, L201, X104, X204, X201, X220, ECON-E 201, ECON-E 370, ENG-W 131, MATH-M 118, MATH-M 119 (all with grades of C or better) and admission to the Business Honors Program. C: F304, I304, M304, and P304; students are administratively enrolled. Part of Honors I-Core. Strategic Management is concerned with the roles and tasks of firms’ top managers (i.e., strategic decision makers). This course is designed to provide an appreciation for the total firm perspective and the means by which firms create and sustain competitive advantage in today’s increasingly challenging and complex business environment (domestic and global).

Strategic management of a firm involves diagnosing the firm’s current situation and developing realistic solutions to the strategic and organizational problems that confront top managers. A desired outcome of this course is an enhanced appreciation for the complexities of managing a formal organization. The primary objective of the course is to help develop analytical skills for identifying key strategic issues and formulating appropriate strategies given a firm’s situation. The course will provide exposure to the theories, concepts, and techniques of strategic management through the text, readings, illustrative cases, and video vignettes.

Professor Toyah Miller received her doctorate in Strategic Management at Texas A&M University. Before earning her doctorate, she worked for Cap Gemini Ernst & Young LLC serving as senior consultant in the telecom and media industry for Fortune 500 firms such as Time Warner Cable, BellSouth, and Citizen’s Communications. Professional Interests Governance, Social Entrepreneurship, Innovation, International Diversification, Strategic Management, International Strategy.