

Strategic Management Minor

Description

Campus

Twin Cities

Program description

Strategic management involves decisions about the set of goal-directed, coordinated commitments, and actions that a firm undertakes to gain and sustain superior performance relative to competitors. It includes diagnosing the competitive challenges facing a firm, formulating strategies (including corporate, business, international, etc.) to address the competitive challenges, and devising a coherent set of actions to implement a firm's strategy.

Knowledge of strategic management complements students' mastery of particular functional or operational areas and allows Carlson graduates to understand how their functional roles and activities in a firm relate to the firm's overall strategic objectives. The Strategic Management minor will thus enhance students' value to their organizations.

Program last updated

Fall 2024

Program details

Career

Undergraduate

Program Type

Undergraduate minor

This program is delivered in the following method(s)

In-person/classroom

Primary delivery method

In-person/classroom

Does this program require summer terms?

No

Minimum required program credits

15

Maximum required program credits

15

Is a sub-plan required for this program?

No

Is the language required a specific language?

No second language

Admission details

Are students ever admitted to a pre-major status before admission to this major?

No

Requirements

Simple Requisites

Program Admission Requirements

This minor is only available to students who are pursuing a BSB degree from the Carlson School of Management.

Admission Requirements

Type

Completion Requirements

Business Strategy

Complete exactly 1 course(s) and earn 3 or more credit(s) from the following:

- MGMT3004 - Strategic Management (3cr.)

Additional Comments:

Program Requirements

Program Requirements

Type

Completion Requirements

Strategic Management minor requirements

Fulfill ALL of the following requirements:

Foundation Courses

Students will complete either MGMT 4031 or MGMT 4032 to fulfill the Foundation category. The course not used in the Foundation category is an option to fulfill 2 credits in the Core courses category. These courses will not double dip.

Complete 1 or more course(s) and earn 2 or more credit(s) from the following:

- MGMT4031 - Industry Analysis in a Global Context (2cr.)
- MGMT4032 - Corporate Strategy (2cr.)

AND

Core Courses

Students should choose 6 credits from the list of Core courses.

Earn at least 6 credits from the following:

- MGMT4031 - Industry Analysis in a Global Context (2cr.)
- MGMT4032 - Corporate Strategy (2cr.)
- MGMT4033 - Strategy Implementation (2cr.)
- MGMT4034 - Technology Strategy (2cr.)
- MGMT4035 - Mergers & Acquisitions Strategy (2cr.)
- MGMT4055 - Managing Innovation and Change In Action (2cr.)

AND

Elective Courses

Students should choose 4 credits from the list of elective courses.

Earn at least 4 credits from the following:

- BA4503 - Carlson Ventures Enterprise (2-4cr.)
- BA4504 - Carlson Consulting Enterprise (1-4cr.)
- FINA4221 - Principles of Corporate Finance (2cr.)
- FINA4242W - Corporate Investment Decisions (4cr.) Writing Intensive
- IDSC3511 - Pitching Business Strategy (2cr.)
- IDSC4444 - Descriptive and Predictive Analytics (2cr.)
- MGMT3015 - Introduction to Entrepreneurship (4cr.)
- MGMT3045 - Understanding the International Environment of Firms: International Business (2cr.)
- MGMT4044 - Negotiation Strategies (4cr.)
- MKTG3011 - Marketing Research (4cr.)
- MKTG4081W - Marketing Strategy (4cr.) Writing Intensive
- MKTG4082W - Brand Management (4cr.) Writing Intensive
- SCO3041 - Project Management (2cr.)
- SCO3072 - Managing Technologies in the Supply Chain (2cr.)
- SCO4065W - Supply Chain and Operations Strategy (4cr.) Writing Intensive

Additional Comments:

Program Sub-Plan Requirements

No Requirement Level