

## MGT 495: Administrative Policy – Chart Your Strategic Future! 🚀

Are you ready to step into the shoes of a CEO or a Top Management Team member? Do you want to master the art of strategic decision-making in a dynamic global environment? Then MGT 495: Administrative Policy is the course for you!

### Course Overview

This capstone course is designed for **senior-standing students** who have completed all core business classes. It's where you'll **integrate all the knowledge** gained from your previous business courses and apply it to real-world scenarios. We'll dive deep into the functions and responsibilities of general management, focusing on **business and corporate strategy and its implementation**.

In MGT 495, you'll explore the fundamental question: "Why do some organizations perform better than others?" This course provides a comprehensive understanding of **strategy** as a plan of action designed to achieve long-term aims, involving deliberate choices, goal setting, and resource allocation. You'll learn about the systematic **strategic management process**, which includes:

- **Understanding Strategy and Performance:** How strategic decisions directly impact an organization's success.
- **Environment and Internal Scanning:** Identifying opportunities and threats in the external environment, and assessing internal strengths and weaknesses.
- **Strategy Formulation:** Developing specific strategies to achieve organizational goals.
- **Strategy Implementation:** Putting formulated strategies into action, aligning resources, and monitoring progress.

By mastering this process, you'll gain valuable insights into how organizations achieve and sustain a **competitive advantage** in today's fast-paced business world.

### What You'll Learn & Do

In MGT 495, you won't just learn about strategy; you'll *do* strategy!

- **Become a Strategic Mastermind:** Develop a profound understanding of business and corporate strategy, including its definitions, essential tools, and practical applications.
- **Hone Your Analytical Skills:** Build critical skills in conducting strategic analysis across diverse industries and competitive landscapes.

- **Make Informed Decisions:** Through hands-on case analysis, you'll assess external and internal environments, identify global strategic options, understand cultural factors in international settings, and develop robust strategic choices.

### Experience the CESIM Global Challenge Simulation! 🌐

One of the most exciting aspects of MGT 495 is the **CESIM Global Challenge Simulation**. This isn't just a game; it's an immersive experience where you'll:

- **Run Your Own Company:** Work in teams of 4-5 to manage a multi-billion dollar venture in a simulated, highly competitive global market. You'll make decisions across R&D, production, marketing, finance, and logistics.
- **Compete for Success:** Your team will compete against classmates for market share, profit, stock price, and other key performance metrics.
- **Real-World Application:** Learn to define and analyze complex business problems, create unique solutions, and understand the uncertainty of the market environment.

### Ready to Lead?

MGT 495 is more than just a course; it's an opportunity to develop the mindset of an **Entrepreneur/CEO or a Top Management Team member**. You'll gain invaluable experience, integrate your business knowledge, and prepare yourself for a successful career in management.