

# MASTER OF SCIENCE IN STRATEGIC MANAGEMENT

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**Master of Science in Strategic Management**  
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## STATEMENT OF PURPOSE

Strategic management is the process of identifying and capturing a unique and valuable market position. The M.S. in Strategic Management prepares students to systematically evaluate the firm's external and internal environments to produce a range of responses that capture value for the firm. The program differs from an MBA, which teaches broad principles of administration, by making value in all of its forms (e.g. financial, human, social, environmental, etc.) the focal point of all organizational activities, resource configurations, capabilities, and processes. From this view, the MSSM is a specialist degree.

## STUDENT LEARNING OUTCOMES

Graduates will:

- Evaluate the firm's internal and external environment to identify opportunities for value creation.
- Align resources, capabilities, and strategy to create sustainable or durable advantage.
- Apply a wide range of leadership approaches to influence employees toward a common goal.
- Design organizational systems to create and capture value for the firm.

## INTRODUCTION

This program will prepare you to systematically evaluate a firm's external and internal environments to produce a range of responses to capture value for the firm. More than an MBA, the M.S. in Strategic Management emphasizes broad principles of administration by making value in all of its forms (financial, human, social, environmental, etc.) the focal point of all organizational activities, resource configurations, capabilities, and processes.

Designed to provide you with a strong foundation in identifying and capturing a unique and valuable market position, the M.S. in Strategic Management will help you acquire the skills to become a leader within your organization. Don't just learn to administer, learn to lead with a degree equipped for a modern business environment.

## ADMISSION REQUIREMENTS FOR MASTER OF SCIENCE IN STRATEGIC MANAGEMENT

Those seeking admission to the Master of Science in Strategic Management must have earned a bachelor's degree from a nationally or regionally accredited institution recognized by the Council for Higher Education Accreditation. International degrees will be evaluated on an individual basis. To be eligible for admission in full standing, a student must have an overall undergraduate grade point average of 2.75 or higher, or 2.90 on the last 60 credits from the degree-granting institution. Students who do not qualify for admission in full standing may be admitted on a trial enrollment justified by the admitting department and approved by the director of the School of Graduate Studies. Students are allowed seven years from the date of admission into the program to complete degree requirements; extensions may be granted for extenuating circumstances.

Program entrance requirements and degree completion requirements are consistent with those of the graduate programs of the institution. Students seeking admission should follow the instructions found in the Online Admission Policies and Procedures section of this catalog.

## SPECIAL STUDENTS

Students who have earned a bachelor's degree from a nationally or regionally accredited institution recognized by the Council for Higher Education Accreditation may register as a Special Student. Students will receive academic credit for courses taken while on this status. Students can be considered for admission into a degree program if they maintain a 3.00 grade point average in all graduate-level work and all other admission requirements are met. With the program area advisor's approval, students may transfer up to 12 credits earned at UW-Platteville into a degree program. All graduate-level work will be included in computing a student's GPA.

## STRATEGIC MANAGEMENT DEGREE REQUIREMENTS

You'll earn your degree by successfully completing 30 graduate credits. All courses listed are three credits unless otherwise stated. Graduate credits in which a grade lower than a "C-" has been earned will not be counted toward a degree in Strategic Management; however, these lower grades will be reflected in the student's grade point average.

## CURRICULUM

The Strategic Management degree program has a 30-credit curriculum, wherein students will complete a 24-credit core (including a 3-credit Capstone course) and 6 credits of electives from one of three emphasis to satisfy degree requirements.

Course	Title	Credits
<b>Required Core Courses</b>		<b>24</b>
ACCTING 7000	Managerial Accounting	
BUSADMIN 5530	Organizational Behavior	
BUSADMIN 6630	Marketing Management	
BUSADMIN 7000	Introduction to Strategic Management	
ISCM 7100	International Supply Chain Management	
OCL 7330	Organizational Change Leadership: Theory and Practice	
OCL 7500	Organizational Development	
BUSADMIN 7840	Capstone in Strategic Management	
<b>Elective credits chosen from one of three emphasis</b>		<b>6</b>
Total Credits		30

### STRATEGIC HUMAN RESOURCES EMPHASIS

Course	Title	Credits
<b>Choose 6 credits of electives from the following:</b>		
BUSADMIN 5500	Employee Training and Development	
OCL 7700	STRATEGIC HUMAN RESOURCES	
OCL 7710	CURRENT ISSUES IN HUMAN RESOURCES	
<b>Total Credits</b>		<b>6</b>

### STRATEGIC MARKETING EMPHASIS

Course	Title	Credits
<b>Choose 6 credits of electives from the following:</b>		
BUSADMIN 5740	Consumer Behavior	
BUSADMIN 7150	eMarketing Applications	
ISCM 7700	Customer Relationship Management	
<b>Total Credits</b>		<b>6</b>

### STRATEGIC SOURCING EMPHASIS

Course	Title	Credits
<b>Choose 6 credits of electives from the following:</b>		
BUSADMIN 6160	Purchasing Management	
ISCM 7520	Warehousing and Distribution Management	
ISCM 7610	Outsourcing	
<b>Total Credits</b>		<b>6</b>

## CERTIFICATE IN STRATEGIC MANAGEMENT

Strategic management is the process of identifying and capturing a valuable market position. The strategic management certificate provides a focused view into both the science and practice of building value for the firm across multiple domains.

Course	Title	Credits
<b>Required Courses</b>		
BUSADMIN 7000	Introduction to Strategic Management	3
OCL 7330	Organizational Change Leadership: Theory and Practice	3
BUSADMIN 6630 or ISCM 7100	Marketing Management International Supply Chain Management	3
OCL 7500	Organizational Development	3

or BUSADMIN 5530

Organizational Behavior

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Total Credits

12