

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.

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.

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.

To obtain a graduate certificate, students must:

- Achieve a minimum grade of "C" in each course from the certificate program
- Complete the certificate with a minimum GPA of 3.00
- Request a certificate through their advisor within one year upon completion of the final course of the certificate

To earn the certificate, students must complete the following requirements:

Course	Title	Credits
Required Courses		
BUSADMIN 7000	Introduction to Strategic Management	3
OCL 7330	Organizational Change Leadership: Theory and Practice	3
BUSADMIN 6630	Marketing Management	3

or ISCM 7100	International Supply Chain Management	
OCL 7500	Organizational Development	3
or BUSADMIN 5530	Organizational Behavior	
Total Credits		12