

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.

STRATEGIC MANAGEMENT DEGREE REQUIREMENTS

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.

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

Course	Title	Credits
Required Core Courses		24
ACCTING 7210 or ACCTING 7000	Applied Accounting 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	
Elective credits chosen from one of three emphasis		6
Total Credits		30

STRATEGIC HUMAN RESOURCES EMPHASIS

Course	Title	Credits
Choose 6 credits of electives from the following:		
BUSADMIN 5500	Talent Development	
OCL 7700	Strategic Human Resources	
OCL 7710	Current Issues in Human Resources	
Total Credits		6

STRATEGIC MARKETING EMPHASIS

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

STRATEGIC SOURCING EMPHASIS

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

Any new elective courses will apply for all catalog years unless otherwise stated.

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.

UW-Platteville offers several graduate certificates. These certificates are distinct from the Master's degree, but credit earned for them might be applied toward the completion of the degree. To earn a certificate, students must complete all the required courses through the University of Wisconsin-Platteville, under the direction of the University of Wisconsin-Platteville faculty. Transferred courses or course substitutions are not allowed.

To obtain a graduate certificate, students must:

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