



Master's in Strategic Management and Executive Leadership



PennState
World Campus

A world of possibilities.
Online.

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“The Master’s in Strategic Management and Executive Leadership program is unique. Based on a distinctive “integrated core” experience, courses build on each other to incrementally enhance your skills in strategy and leadership.

“Penn State continues to be a leading producer of CEOs worldwide. In a recent study of 12,000 CEOs in 20 countries by LinkedIn, for example, Penn State was ranked second only to Stanford University in producing the most CEOs. This graduate program can help support your rise as an executive in the C-suite.

“As a graduate, you will have earned a degree from one of the world’s most renowned institutions—Penn State—delivered by one of the world’s premier online providers—Penn State World Campus—and can become part of the largest alumni association in the world.”

—Dr. Jeffrey A. Krug, Program Director
Penn State Smeal College of Business

Earn a Master's in Strategic Management and Executive Leadership

The Master's in Strategic Management and Executive Leadership, delivered online through Penn State World Campus in partnership with the internationally ranked Penn State Smeal College of Business, can help you develop skills in strategic thinking and leadership that will position you to lead your organization at the highest level.

You can learn to identify emerging trends in the environment—competitive, political, technical, cultural, and societal—and to respond as you formulate strategy and set the strategic direction for your organization.

You can also develop the interpersonal skills to motivate and inspire others to perform in ethical and responsible ways to achieve common goals. As a strategic thinker and leader, you will help your company maintain relevance through innovation, change, and responsible persuasive management.

This 100% online program is ideal for functional managers and directors who aspire to move into the C-suite or current executives who want to further hone their strategic thinking and strategic planning skills.



Penn State is
No. 2

in the United States
for producing
the most CEOs.

(LinkedIn, 2018)

Online Master's Degree Curriculum

The 30-credit Master's in Strategic Management and Executive Leadership is designed to help you to think more strategically; enhance your ability to formulate, articulate, and implement strategy; and lead in an ethical and responsible manner.

Core Courses (18 credits)

Global Strategic Management

Provides the fundamental concepts, frameworks, and principles underlying the formulation of successful strategies. Integrates multiple functional business areas to resolve global business problems and improve organizational performance.

Strategy Implementation and Organizational Change

Addresses the managerial challenge of strategy implementation, particularly by examining the organizational elements that must be drawn into line to support a strategy, as well as the immense difficulties of changing an organization.

Ethical Leadership

Enhances the student's ability to deal with the complexities of ethical and responsible decision-making in today's dynamic business environment by clarifying and applying personal values.

Strategic Leading and Identity

Emphasizes identity issues that are critical to understanding individual and collective processes in organizational life.

Power and Influence

Provides students with frameworks, concepts, and tools that can enable them to diagnose individual and organizational sources of power and influence and to wield that power and influence in an ethical and responsible way.

Strategic Leadership— Capstone Experience

Presents a senior executive perspective on the key opportunities and challenges faced by business leaders; includes discussions on the changing context for setting strategy and leading organizations in an evolving business environment.

worldcampus.psu.edu/smexl

Select a Concentration (6 credits)

Business Sustainability Strategy

Learn to implement sustainability practices into core business strategy and operations. This concentration can help you manage an organization's environmental and social impact in order to drive profitability, reduce cost and risk, and build a competitive advantage.

Corporate Innovation and Entrepreneurship

Leaders know that innovation and continuous improvement are imperative in today's highly competitive business world. This concentration will introduce you to the principles of innovation and entrepreneurship so you can support a corporate culture that fosters positive change and forward thinking.

Negotiation and Influence

Regardless of whether you are currently in the C-suite or you aspire to be, you need to set a direction and then utilize your influence to build consensus and gain support for your

ideas. Negotiation is a key element to creating valuable partnerships that you can leverage both within and outside of your organization.

Concentration courses are part of other credentials as well. Depending upon course selection, you could earn a Penn State graduate certificate while pursuing your master's degree—simply by taking one or two additional courses. An additional application is required for a graduate certificate program.

Please contact the program office at smexl@smear.psu.edu for more details.

Choose Your Electives (6 credits)

You can select two additional courses from a list maintained by the program office. Current topics include business modeling and new venture creation, business strategies for data analytics, corporate innovation strategies and entrepreneurial methods, complex negotiations, sustainability, and more.



Learning Outcomes

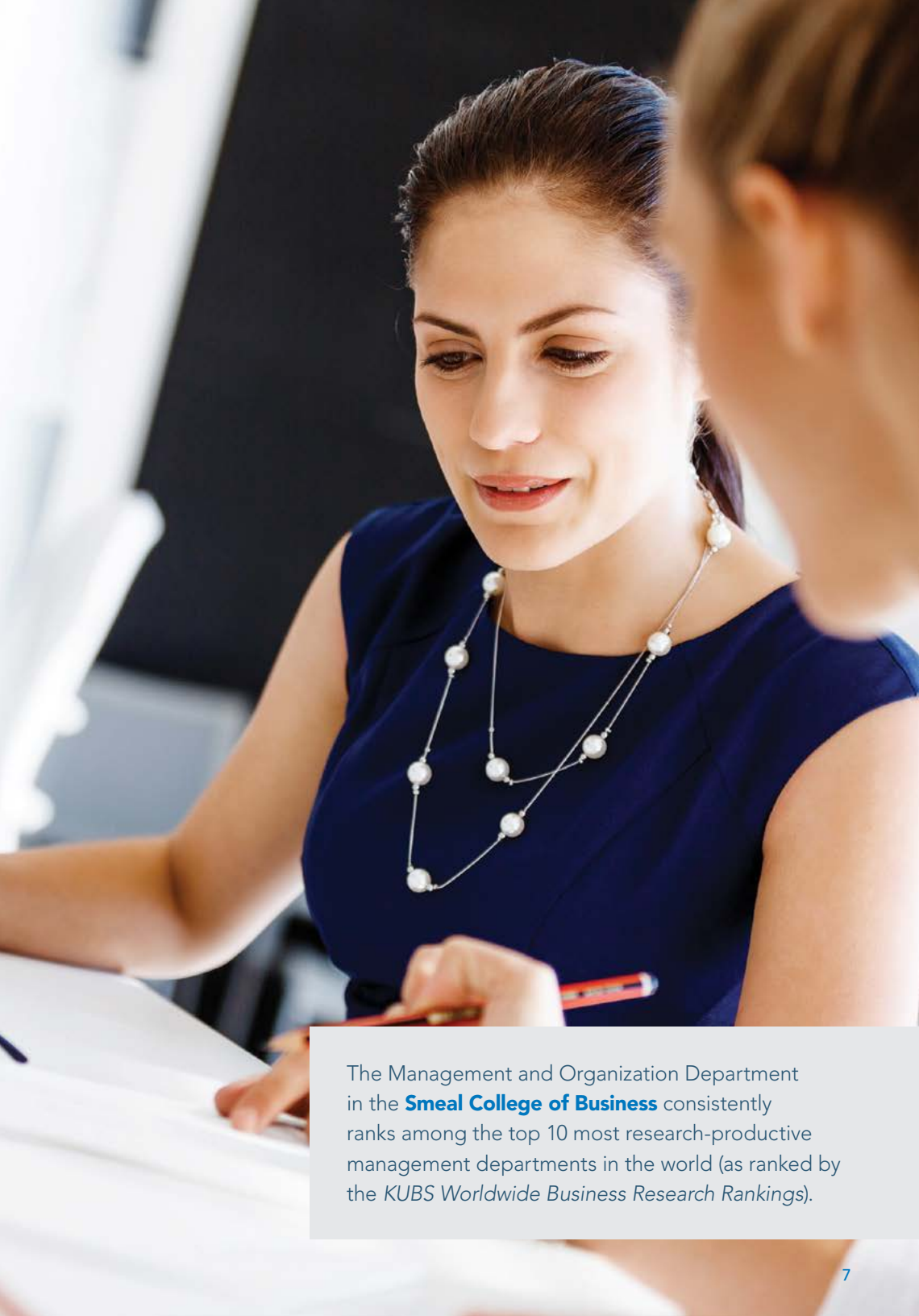
- › Master the tools, concepts, and perspectives necessary to develop and articulate organizational strategies to drive effectiveness and performance.
- › Understand how to align organizational elements and facilitate change.
- › Learn to think strategically, recognize patterns in the organizational environment, and set organization direction.
- › Develop and enhance your executive leadership skills.

Practical Skills

- › Analyze and interpret macro trends (industry, competitive, political, economic, technological, and demographic).
- › Determine how trends will affect organizational performance.
- › Formulate strategy to respond to industry, competitive, and environmental pressures.
- › Effectively implement strategy to establish strong positions that lead to sustainable competitive advantages.
- › Develop a corporate culture that aligns multiple stakeholder interests.
- › Establish strong executive leadership and ethical decision-making to motivate your workforce and inspire others to follow.

“While the increased responsibility that comes with an upper-level management role can be daunting, often the harder transition is shifting your thinking from a more functional orientation to a broader strategic mindset. This online program is designed to equip you with the tools and skills you need to not only be effective in your strategic thinking and decision-making, but also in your ability to design strategic implementation processes and align organizational stakeholders with the firm’s strategy.”

—**Dr. Vilmos Misangyi**
Professor of Strategic Management
Penn State Smeal College of Business



The Management and Organization Department in the **Smeal College of Business** consistently ranks among the top 10 most research-productive management departments in the world (as ranked by the *KUBS Worldwide Business Research Rankings*).

About Penn State Smeal College of Business

For more than 60 years, the Penn State Smeal College of Business has prepared students for career success.

Smeal graduates are leaders in strategic marketing, product development, data analytics, and business strategy and intelligence. Our reputation is based on the achievements of more than 85,000 graduates across the globe.

The Smeal College of Business carries the elite AACSB accreditation, an honor reserved for the top 5% of business schools worldwide. You can feel confident that recruiters will recognize the quality of your business education.



Penn State World Campus Is Penn State—Online

When World Campus first opened in 1998, taking university courses online to earn a degree was still a relatively new concept. Today, Penn State World Campus is an industry leader in online education, delivering more than 150 undergraduate and graduate degrees and certificates to adult learners.

World Campus understands that you are choosing an online education for its flexibility and convenience. To help you complete your work when it is most convenient for you, we have 24-hour technical support and extended hours for other staff, including academic advisers. And our staff are easy to access by email, phone, and/or instant messaging.

For members of the military, we also have a dedicated team of experts who can help navigate admissions, leverage benefits, manage the impact of deployments, and more.



Frequently Asked Questions

What is the online learning environment like?

We use a modern, centralized platform where you can retrieve and post assignments, track your grades, interact with faculty and peers, and respond to message boards.

How long will it take me to earn my degree?

The Master's in Strategic Management and Executive Leadership program requires the completion of 10 courses. Depending on course sequencing and the semester you begin, you can complete the program on a part-time basis in as few as five semesters. However, you have the flexibility to extend the length of the program to accommodate your busy life. Please consult with the program office for more details.

How do online students network?

In your courses, you will interact with peers from around the globe.

As you communicate regularly with fellow students and faculty members, you will gain insights that you can immediately apply to your job.

As a Penn Stater, you will also have access to a proud network of more than 692,000 alumni. And upon your graduation, you can choose to join the Penn State Alumni Association, the largest dues-paying alumni association in the world, with chapters offering social and networking events in most metropolitan areas.

Will my diploma indicate that I earned my degree online?

Your diploma will be the same one earned by graduates of the Penn State Smeal College of Business. There is no indication on your transcripts or diploma that you earned your degree online.

Upon completion of the program, you will be invited to participate in the commencement ceremony with other graduates.



Begin Your Application Today

Admissions decisions for the Master's in Strategic Management and Executive Leadership are based on the quality of your credentials after a thorough review of your completed application portfolio. **GRE/GMAT scores are NOT required.**

You must hold either (1) a baccalaureate degree from a regionally accredited U.S. institution or (2) a tertiary (postsecondary) degree that is deemed comparable to a four-year bachelor's degree from a regionally accredited U.S. institution.

Other program requirements include:

- › approximately 10 years of professional work experience*
- › at least five years of demonstrated management and/or leadership experience
- › statement of purpose
- › résumé
- › two references
- › transcripts from all institutions attended, along with GPA
- › TOEFL or IELTS score, if applicable

**Exceptional students who fall outside these guidelines may be considered.*

For complete details, visit worldcampus.psu.edu/smexplapply or contact the program office at smexl@smeal.psu.edu.

Did You Know?

- › Penn State World Campus is consistently ranked in the top 10 by *U.S. News & World Report* for having the best online graduate business programs.
- › Penn State credits and degrees earned online are identical to those earned on campus.
- › Our online courses involve frequent interactions among students and faculty.

Contact Us

Program Questions

Penn State Smeal College of Business
Professional Graduate Programs Office

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814-865-5290

worldcampus.psu.edu/smexl

Admissions Questions

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814-863-5386

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World Campus

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