BPS 6310 - Strategic Management

(3 semester credit hours) Strategic management consists of the analysis, decisions, and actions that organizations take to create sustainable competitive advantages. The course examines a variety of issues including environmental, competitor, and stakeholder analysis; strategy formulation; and strategy implementation and control. The central role of ethics and corporate governance as well as global issues will be addressed. Prerequisites: OB 6301 and MKT 6301 and ACCT 6201 and ACCT 6202 and FIN 6301. (3-0) S (2016-02-05 18:14:37)