BPS6310 - Strategic Management

BPS 6310 (ENTP 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. Credit cannot be received for both BPS 6310 and ENTP 6310.

Prerequisites: ((ACCT 6301 and ACCT 6202) or ACCT 6305) and FIN 6301 and MKT 6301 and OB 6301.

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