

Strategic Management (STGY)

Strategic Management (STGY) Courses

STGY 5900 [0.5 credit]

Corporate and Business Strategy

Strategic management focuses on evaluation of opportunities and threats in external environments in light of an organization's strengths and weaknesses, in order to determine a sustainable competitive advantage. Emphasis on corporate and business level strategic analysis and formulation. Organizational capstone project required.

Includes: Experiential Learning Activity

Prerequisite(s): all other MBA core courses.

STGY 5903 [0.5 credit]

Strategic Concepts

An overview of business models and key strategic concepts facing firms in a global environment. Core functional area concepts in accounting, marketing, operations and HR are introduced and integrated through simulation. Skills in managing teams, meetings, business planning and presenting business plans.

Includes: Experiential Learning Activity