

BUAD 449 : Management Policy and Strategy

Comprehensive "capstone" course in management that addresses business policy-making and strategic management within the context of international competition. Focus on the general management function, with particular emphasis on environmental analysis, strategy formulation, and policy implementation from a macro-organization perspective. Case studies and business simulations that address both domestic and international issues. Must be taken during the senior year, preferably in the final semester.

Semester Hours 3.0

Prerequisites

BUAD 245: Corporation Finance

BUAD 305: Marketing in a Global Economy

BUAD 441: Production and Operations Management

BUAD 451: Strategic Thinking and Complex Problem Solving

Or instructor permission.