

BUAD 449: Management Policy & 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. This course satisfies the proficiency requirements for Oral Communication and Critical Thinking in the disciplines.

Semester Hours: 3

Program: Business Administration