

BUSN 036: Strategic Management

Strategic Management explores up-to-date, state-of-the-art planning concepts and techniques for achieving competitive advantage in today's dynamic business environment. Course topics include strategy formation, implementation, and evaluation processes with a special focus on globalization, the natural environment, start-up organizations, and entrepreneurship.

Letter Grade, Pass/No Pass

Units: 3

Lecture Hours: 48 - 54, **Lab Hours:** 0

Prerequisites: None

Co-Requisites: None

Advisory: None

Transferable to CS only