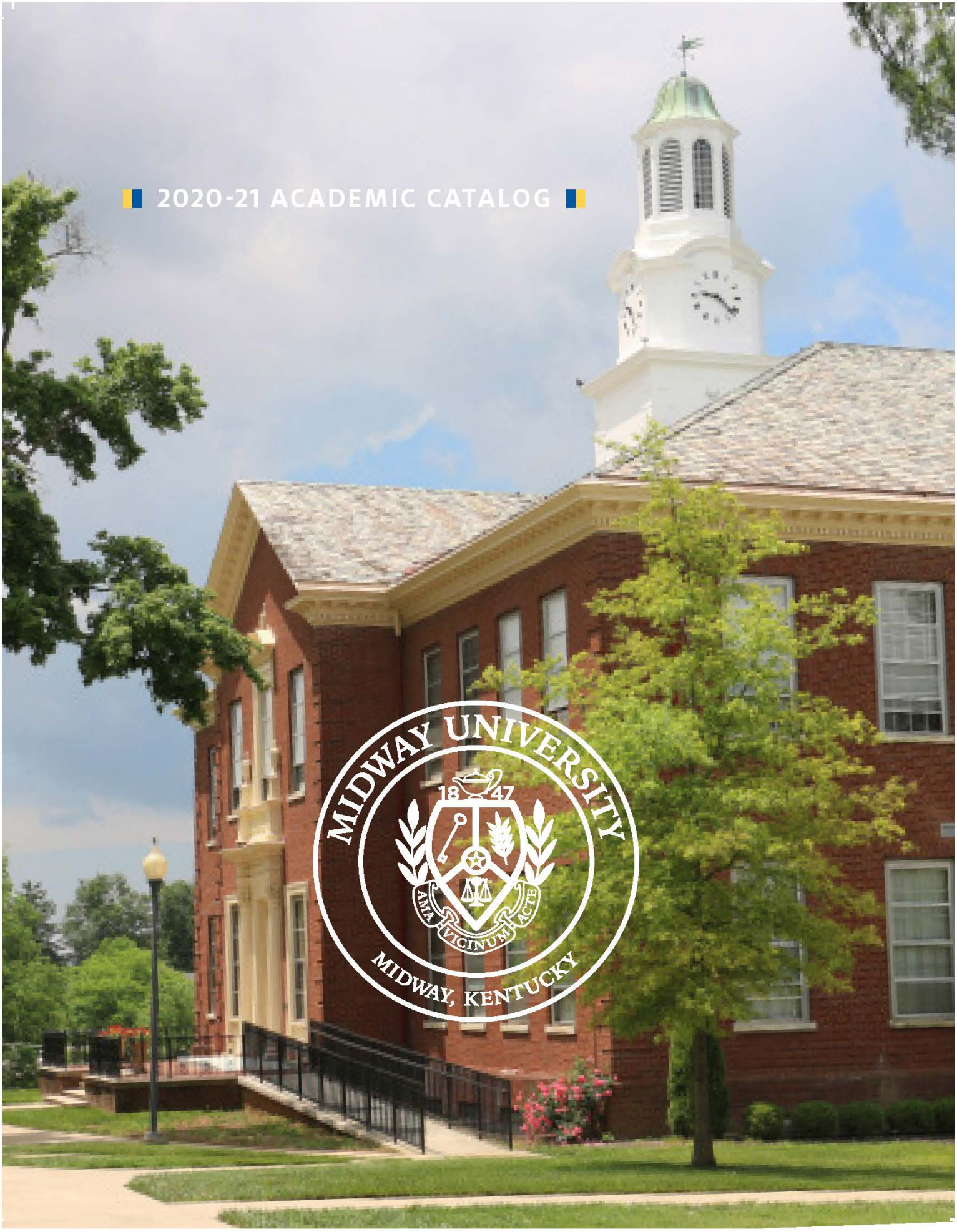
2020-21 ACADEMIC CATALOG



Midway University

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Course

BUSM 660 - Strategic Management

Strategic Management presents the essential tools and concepts of strategic development and implementation. The course has three distinct parts: a) strategic analysis; b) strategic choice (generic and/or grand strategy options; c) strategic implementation and control. Topics covered will include mission, vision, values, internal and external environmental analysis, competition, strategic choices).

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

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