

MBA 695 : Strategy and Executive Decision Making

This course provides students with an in-depth understanding of business strategy and the notion that the development of strategy links the organization's mission with strategic theory, planning, and implementation to create a sustainable competitive advantage. This course introduces the formal strategic planning process and industry standard theory, method, and tools and focuses heavily on the synthesis and application of this process to analyze, address, and solve strategic issues that organizations face in multiple competitive environments.

Prerequisite Courses

MBA 571