

MGNT 360 : Strategic Management and Business Policy

MNGT 330 Strategic Management and Policy Practice

An integrative course in strategic management and business policy that utilizes the case method of instruction. A capstone course involving business analysis through applying principles of accounting, communications, economics, finance, management, marketing, quantitative methods, and related disciplines.

Credits 3

CIP Code

52.1401

Prerequisites

LIBR 150 May be taken concurrently.

Prerequisite Courses

MGNT 302

LIBR 150

Course Outcomes

After successfully completing the course, the learner will be able to:

- Discuss the nuances of competitive advantage (e.g., describe ways that firms gain both short-term and long-term benefits, identify the sources of competitive advantage);
- Recognize significant forces that shape an industry and describe how each pressure influences the performance of industry participants;
- Build on and integrate ideas, concepts, and theories from previously taken functional courses such as Accounting, Finance, and Marketing,
- Discuss major business-level approaches to competitive advantage and explain how the processes help overcome industry threats;
- Understand how major corporate-level strategies relate to competitive advantage.