

Minnesota State University Moorhead

BUS 498: Business Policy and Strategy

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: 0

OJT Hours/Week: *.*

Prerequisites:

This course requires all seven of these prerequisite categories

1. ACCT 231 - Principles of Accounting II
And
2. FINC 340 - Financial Management
And
3. MGMT 370 - Management Information Systems
And
4. MGMT 380 - Operations Management
And
5. MKTG 270 - Principles of Marketing
And
6. ACCT 280 - Legal Environment of Business
And
7. MGMT 260 - Principles of Management

Corequisites: None

MnTC Goals: None

Students take a top management perspective in studying strategic management principles, concepts and analytical techniques. Strategic management entails the analysis of internal and external environments of a firm to maximize the utilization of resources in relation to objectives. This capstone course will be taken after completion of all other business core courses.

B. COURSE EFFECTIVE DATES: 05/30/2001 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

None

D. LEARNING OUTCOMES (General)

None

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted