

BUA450: Business Policy and Strategic Planning

Examination of the business enterprise as a total system in a total environment. Analysis and evaluation of the problems, opportunities, and ethical responsibilities which face a chief executive. Emphasis on formulation and implementation of various strategies. Extensive use of case problem analysis.

Credit Hour(s): 3

Prerequisites:

BUA335, and either BUA326 and BUA348 or IBC319 and BUA423; this course should be taken as the capstone (last course) in the student's program of study.

Program: Business and Economics

Semester Offered:

Fall

Spring