Nebraska Wesleyan University

BUSAD 249 Strategic Management

Catalog

2013-2014

Course Description

This course integrates all prior accounting, business, and economics courses as final preparation for the student's entry into the business world or graduate studies. Case studies and computer simulations are utilized to enable students to gain an understanding of business operations and the application of business principles.

Prerequisite(s): Senior standing Business Administration, Accounting, or Economics majors, BUSAD 109 Spreadsheet Applications, grades of "C-" or better in ACCT 031 Principles of Accounting I, ACCT 032 Principles of Accounting II, ECON 053 Macroeconomic Principles, ECON 054 Microeconomic Principles, BUSAD 100 Principles of Management and BUSAD 115 Principles of Marketing, or permission of the instructor.

(Normally offered each semester.)

Course Hours

3 hours

Departments

1. Business, Accounting and Economics (Undergraduate)