Nebraska Wesleyan University

BUSAD 4800 Strategic Management

Catalog

2014-2015

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 1090 Spreadsheet Applications, grades of "C-" or better in ACCT 1310 Principles of Accounting I, ACCT 1320 Principles of Accounting II, ECON 1530 Macroeconomic Principles, ECON 1540 Microeconomic Principles, BUSAD 2500 Principles of Management, BUSAD 2000 Principles of Marketing, and BUSAD 3700 Financial Management or permission of the instructor.
(Normally offered each semester.)

Course Hours

3 hours

Departments

1. Business (Adult Undergraduate)
2. Business, Accounting and Economics (Undergraduate)