

Nebraska Wesleyan University

Catalog 2019-2020

BUSAD 5500 Business Strategy

3 hours

Majors, Minors & Degrees:

Majors (Grad)

Business Administration (M.B.A.)

Business Administration (M.S.N. bridge to M.B.A.)

Certificates

Executive Leadership

Departments/Programs:

Business Administration (Graduate)

In this capstone course, MBA students synthesize the knowledge and skills gained throughout the program. Topics include the development and implementation of organizational strategies and policies, interrelationships between external and internal environments, identification, analysis and implementation of solutions to strategic situations. The class will complete a "live case" with a local business or nonprofit organization. Teams of students apply techniques in business finance, cross-functional alignment, competitive analysis, and the selection of tactics and provide recommendations to the organization.

Prerequisite(s): BUSAD 5110 Marketing Management, BUSAD 5040 Managerial Finance, BUSAD 5260 Organizational Behavior, and BUSAD 5330 Business Ethics and Corporate Responsibility.