Nebraska Wesleyan University

BUSAD 5500 Business Strategy

Catalog

2020-2021

Course Description

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.

Course Hours

3 hours

Departments

1. Business Administration (Graduate)