Nebraska Wesleyan University

BUSAD 4800 Strategic Management

Catalog

2026-2027

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, 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, and BUSAD 2500 Principles of Management and BUSAD 2000 Principles of Marketing, or permission of the instructor, and a 1000- or 2000-level writing-instructive course.
(Normally offered each semester.)

Archway Curriculum: Essential Connections: Writing Instructive

Course Hours

3 hours

Departments

1. Business, Accounting and Economics (Undergraduate)