

BUS 324 : Business Strategy I

This course examines a series of business situations with an approach designed to integrate the student's previous business courses in management, marketing, accounting, and business law in order to determine the strategy a firm should follow to ensure its long-term survival. Students should plan to take this course in sequence with BUS 424.

Credits 3

Prerequisites

BUS 204 & BUS 205, a minimum of 57 earned credits