

BUS 424 : Capstone: Business Strategy II

This course examines a series of business situations with an approach to integrate the student's previous business courses in management, marketing, accounting, economics, and business law. In order to determine the strategy a firm should follow to insure its long-term survival, students will utilize theoretical strategic frameworks, as applied through a rigorous semester-long business simulation exercise.

Credits 3

Prerequisites

BUS 324 , BUS 325