



**M:** Course Objectives / Learning Outcomes

Upon completion of the course the student will be able to:

1. Use strategic thinking about a company, its present position and long-term strategic direction
2. Conduct critical strategic analysis in a variety of industries and competitive situations, in global settings
3. Demonstrate applied skills in crafting business strategies, reasoning strategic options, and the use “what-if analysis”, for risk management
4. Evaluate strategic action alternatives, and make sound strategic decisions
5. Identify and optimize among a range of options managers can take to effectively execute strategy
6. Integrate the knowledge gained in earlier core courses in the Business Administration Degree (BBA) program
7. Integrate the knowledge and skills gained in other business/ accounting courses, show you how the various pieces of the operation fit for strategic positioning and success
8. Conduct an internal analysis to identify

