

2021-22 ACADEMIC CATALOG



Midway University

Table of Contents

Course.....	2
BUS 411 - Strategic Planning.....	2

Course

BUS 411 - Strategic Planning

This course introduces students to various management planning models and techniques. It stresses the concepts of strategic planning models and development processes. Students will examine the importance and limits of managers in strategic planning, using case studies to analyze actual strategic planning practices and systems utilized by organizations.

Grade Basis: L

Credit hours: 3.0

Lecture hours: 3.0

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