

2021-22 ACADEMIC CATALOG



# Midway University

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## Course

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### **BUSM 660 - Strategic Management**

Strategic Management presents the essential tools and concepts of strategic development and implementation. The course has three distinct parts: a) strategic analysis; b) strategic choice (generic and/or grand strategy options); c) strategic implementation and control. Topics covered will include mission, vision, values, internal and external environmental analysis, competition, strategic choices.

**Grade Basis:** L

**Credit hours:** 3.0

**Lecture hours:** 3.0

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**Midway University**

512 E. Stephens Street, Midway, KY 40347

1.800.952.4122