

EDUC 8338 : Strategic Management

Strategic management is the process of setting goals, procedures, and objectives in order to make a company or organization more competitive and innovative. Strategic management has a history that dates to antiquity. Students in this course gain knowledge about strategic management and leadership by studying historical examples of successful and unsuccessful organizational strategies. This course examines the evolution of strategic management in the 19th, 20th and 21st centuries.

Credits 3

Course ID

009447