

## **MANA 6A83: Strategic Analysis**

Cr. 1.5 (1.5-0). Prerequisites: graduate standing. A foundational course in strategic management that will introduce students to the concepts of strategic thinking, environmental and industry analysis, internal analysis, developing a sustainable competitive advantage and other formulation issues in domestic and international organizations. The course covers analytical tools and conceptual frameworks that aid in the development of judgment.

Goals for MANA 6A83:

- a. The primary objective of the course is to develop expertise in formulating strategy.
- b. The course is also designed to prepare students for advanced electives in Strategic Management, most notably to prepare them for MANA 6388: Corporate Strategy. In this follow-up course, students will study strategies for corporate expansion and repositioning such as mergers, acquisitions, strategic alliances, turnarounds, diversification, vertical integration and restructuring.