

MOL 601: Strategic Management

Explores the formulation, implementation, and management of key strategies that will maximize the organization's core competencies, fulfill customers' and other stakeholders' expectations, and create a sustained level of performance excellence. Topics include mission, vision, values, long-and short-range goals and objectives, and various kinds of strategies and controls used to develop the organization's direction and sustain its performance.

Credits: 3

Program: Organization Leadership