

MGCR 423. STRATEGIC MANAGEMENT.

Credits: 3

Offered by: Management (Desautels Faculty Management)

Terms offered: Summer 2025

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Description

An integrative and interdisciplinary introduction to strategy formation and execution. Concepts, tools, and practical application to understand how firms leverage resources and capabilities to gain competitive advantage in dynamic, contemporary industries. Strategic positioning, organizational design, and managerial action for the long-term success of businesses and positive social and ecological outcomes.

- Continuing Education: requirement for CMA, CGA, the Institute of Internal Auditors, and the Canadian Institute of Management (in addition to these, the course "Introduction to Business," CGMG 282 is also required for C.I.M.)
- Restriction: Open to U2, U3 students only
- Continuing Studies: requirement for CMA, CGA, the Institute of Internal Auditors, and the Canadian Institute of Management - in addition to these, the course "Introduction to Business," CGMG 282 is also required for C.I.M.
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