

MGCR 622. ORGANIZATIONAL STRATEGY.

Credits: 1.5

Offered by: Management (Graduate Studies)

This course is not offered this catalogue year.

Description

Analysis and improvement of the competitive position of organizations, including various tools for studying both the internal characteristics (e.g., resources, capabilities, and core competencies) and external environments (e.g., economic, sociocultural, political-legal, and sustainable-physical segments, and industry structure), "value" implications of different strategic initiatives (e.g., strategic positioning, diversification, mergers and acquisitions, and alliances). Disentanglement between the creation, addition, and appropriation of "value" and extension of the concept of "value" beyond merely "economic value" to also include social and environmental value, i.e., triple-bottom-line.

- Restriction: Open only to M.B.A. students.

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