

BOAD 352 : Strategic Planning

Study of the strategic planning process for new and existing businesses, including: business purpose and identity (vision, mission, and values), objectives and performance metrics, internal and external analyses, positioning, business resource assessments, stakeholder assessments, strategic issues, organizational mandates, and implementation planning. Analysis of successful for-profit and non-profit strategies and their corresponding short-and-long-term action plans for creative businesses.

Credits 3

Studio Hours 0

Lecture Hours 3

Prerequisite Courses

BOAD 151