

Strategy, Minor

The strategy minor is open to undergraduate business students with any major or concentration. The curriculum develops students' ability to assume the role of a general manager and to think constructively about the strategic focus and direction of an organization, as well as its relative competitive strengths and weaknesses. Broad topics include the appropriate criteria and processes for general management decision making, especially under conditions of uncertainty; strategies a firm can follow in order to gain competitive advantage when entering into, competing within, and exiting from individual markets and how these strategies interact when the firm competes in several markets; and the optimal boundaries of the firm—the advantages and disadvantages its unique history and resources give it. The strategy minor may be of particular interest for students who plan to pursue careers in general management, management consulting, new venture management, venture capital, corporate planning, and investment banking.

Program Requirements

Complete all courses listed below unless otherwise indicated. Also complete any corequisite labs, recitations, clinicals, or tools courses where specified.

Required Courses

Code	Title	Hours
STRT 4501	Strategy in Action	4
or INTB 4202	Executing Global Strategy	

Electives

Code	Title	Hours
Complete three of the following:		12
ENTR 4225	Growth, Acquisitions, and Alliances	
ENTR 3305	Business Model Innovation for Entrepreneurs	
ENTR 2414	Social Responsibility of Business in an Age of Inequality	
FINA 4420	Mergers and Acquisitions	
INTB 2501	Competing to Win in Emerging Markets	
MKTG 3301	Marketing Management	
MGMT 4310	The Management Practices of Great Organizations	
MGMT 4550	Management Consulting in Organizations	
or BUSN 3110	The Consulting Environment	
SCHM 4401	Contemporary Topics in Supply Chain Management	
STRT 4301	Strategic Analysis and Decision Making	

GPA Requirement

2.000 GPA required in the minor