

Preview Page – Business Strategy and Policy – Winter Session

Instructor: Connie Daniel
Cell: 413-627-3620

Book: Essentials of Strategic Management

Dates of Course: Dec. 27 – Jan. 13.

The course is the capstone course for the Business Major, and as such is a lot of work. It presumes that you know all the courses that have led you to this point, particularly finance, accounting, marketing, operations, and organizational behavior.

The primary product of the Course will be a Strategic Analysis of a company of your choice, approved by me, and written according to guidelines given to you by me (the professor).

You are graded on discussions, which I expect to be of depth, homework assignments, and your paper, which must reflect the guidelines, the text, and the knowledge you've gained throughout your 4 years of study.

I get you going on your paper by day 3, and it's done on a daily basis. Remember, the course is only 18 days long, so expect to **WORK**.