

## **MGT 455. Competitive Strategy (3)**

**Prerequisites:** BLA 361, FIN 335, INB 300, MGT 350, MKT340, OPS/POM 370 **and** student must complete 9 hours in his/her concentration before taking MGT 455, and admission to Cameron School of Business.

A senior capstone course integrating the functional business areas of the firm. This course emphasizes strategic planning for competitive advantage, industry and competitor analysis, strategy formulation, globalization, implementation of strategies, and effective communication with various internal and external stakeholders of the firm. This course satisfies the oral competency requirement for the B.S. degree in business administration.

<http://www.uncw.edu/c.atologue/undergraduate/catalogue/91010COU%20DESC.pdf>