

MBA 8655: Mkting, Opprt Analy & Intl Bus

Focuses on how corporate and governmental leaders may analyze their current environments (technological, regulatory, social/cultural, economic and competitive) to craft pro-growth agendas. Varied models and practices to identify, cultivate and convert opportunities in the global environment into measurable growth are discussed.

Credits: 1.5

Prerequisites:

MBA 8450 and MBA 8650