STRATEGY (STR)

STR 610. Business Sustainability. 3 Credits.
This course provides students with a comprehensive conceptual and
applied understanding of the sustainability challenges and opportunities
facing corporations on a global scale, with primary emphasis on
environmental sustainability. Students are exposed to a variety of
pressing sustainability issues and to frameworks, techniques and
approaches for successfully dealing with them.
Prerequisites: None
Offered: As needed

STR 620. Technology and Innovation Management. 3 Credits.
Technology and innovation have become key resources for corporate
profitability and competitive advantage in firms. Managed properly,
technological innovations are a primary source of competitive advantage
for firms. This course explores the strategic role of technology and
innovation in the success of firms. Classroom learning is facilitated
primarily through case analyses.
Prerequisites: None
Offered: As needed

STR 630. Corporate Governance and Strategy. 3 Credits.
Corporate governance deals with the complex set of relationships
between the corporation and its stakeholders. This course emphasizes
governance issues in publicly traded companies and addresses the roles
and responsibilities of managers, the board of directors, shareholders
and others. Governance best practices as well as governance legal and
ethical violations are discussed. Important government regulations
including Sarbannes-Oxley are covered.
Prerequisites: None
Offered: As needed