

ACCT 299

ACCT 299 Strategy and Performance Management

3 Credits

This course focuses on the formation and implementation of business strategy and the management of an organization's performance. Topics include vision and mission, internal and external analysis, organizational analysis and design, competitive strategy, corporate-level strategies, corporate governance, corporate ethics, social responsibility, and organizational performance. Students will evaluate the financial position of businesses through case studies and real-world examples by drawing upon management accounting and strategic management principles to make recommendations.

Prerequisites

ACCT 253; Co-requisite: ACCT 255

Transfer Credits

Explore transfer credit opportunities by visiting the BC Transfer Guide (<http://www.bctransferguide.ca>)

