

BUSINESS STRATEGY SPECIALIZATION, MASTER OF BUSINESS ADMINISTRATION (MBA)

Business Strategy involves developing short- and long-term plans for a company while keeping market opportunities, competitive threats, and micro- and macro-economic factors in mind. This information is used to help a company establish a competitive edge, generate growth, and define and defend its position in the market. MBA students who specialize in Business Strategy are visionaries equipped with the skills and tools necessary to help companies define their future.

The Business Strategy specialization will give you the framework for making business decisions in a disciplined and strategic way. In this specialization, you will learn how to diagnose strategic positions, evaluate alternative courses of action and make the best possible decisions based on your objectives. You will accomplish this through extensive class discussions, case-study analysis and hands-on exercises.

Specific highlights include:

- Create value for customers
- Diagnose a problem or position correctly, make the best decisions to improve upon this position and sustain the improvement.
- Apply price and other strategies to gain a competitive edge and to enter or block entry to market.
- Capture value in various market settings by positioning and differentiating products for profitability.
- Innovate and reformulate entire business models based on networks, platforms and eco-systems.
- Develop negotiation skills that are important in the economic and business world, as well as in day-to-day life.
- Apply insights from psychology and behavioral sciences to understand economic and business

What jobs do MBA students specializing in Business Strategy pursue?

- Chief Strategy Officer (CSO)
- Management Consultant
- Intelligence Analyst
- Strategy Director
- Business Development Director
- Growth Strategist
- Government/NGO Director
- Policy/Think Tank Strategist

Specialization Requirements

This specialization concentration requires three classes: two required and one elective. The two required courses include ECO 525, which provides a general framework for strategic thinking; ECO 526, which lays out the economic foundations of strategy. Students then select one additional elective course that best matches their personal and professional objectives. Discussing course options with a career advisor, academic advisor, and/or faculty member may be helpful.

Business Strategy Specialization

Course	Title	Quarter Hours
Required courses:		8
ECO 525	GAME THEORY AND STRATEGY	
ECO 526	BUSINESS STRATEGY	
Select one of the following:		4
ECO 529	STRATEGY AND ANTITRUST	
ECO 531	BUSINESS MODELS AND INNOVATION STRATEGY	
ECO 535	BEHAVIORAL ECONOMICS AND DECISION-MAKING	