

2.1: Overview and Guiding Questions

Module 2: Overview and Guiding Questions

Within this module, students will learn about strategies organizations employ to gain and maintain a competitive advantage.

Consider the following questions as you review the learning materials this week:

- What does an organization's mission represent?
- How does an organization's mission influence their strategic goals?
- Why is it important for an organization to gain a competitive advantage?
- What are business-level strategies?
- How is organizational performance measured?

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