

# The Future is OPEN



## MNGT 481: STRATEGIC MANAGEMENT

MNGT 481: Strategic Management



This text aims to develop strategic thinking skills that integrate and build on the concepts and practices from functional business courses. Students will practice in-depth analysis of industries and competitors, and work to understand how managers must develop and implement strategies that generate sustainable value for all stakeholders by positioning the organization successfully in its competitive environment.

Precha Thavikulwat

*Precha Thavikulwat*  
Towson University

