

BUS420 - Business Policy II (3 Units)

Department of Business Management

Covenant University

1. BUS420

1.1. BUS420 - Business Policy II (3 Units)

Develops concepts and techniques critical for formulating competitive strategy in a variety of business environments. Focuses on analyzing the structure of industries, the evolution of this structure, the pattern of interaction among competitors, and the competitive position and advantage of firms in the industry.