



<b>Course Category</b>	Business
<b>Course Title</b>	Strategic Management and Business Analytics
<b>Course Code</b>	BS153
<b>Medium of Instruction</b>	Chinese
<b>Duration</b>	30.0 hour(s)
<b>Course Fee</b>	Macao Resident: MOP2,890 Non-Macao Resident: MOP2,890
<b>Certificate</b>	Students who have obtained a passing grade of the course and attended no less than 70% of the class sessions will be issued a course certificate by UTM. The passing grade of the course is 50.
<b>Outline</b>	<ul style="list-style-type: none"><li>• Overview of management theories</li><li>• Creating competitive advantages</li><li>• External and internal environment</li><li>• Strategic formulation</li><li>• Business analytics and solutions</li><li>• Business data sources</li><li>• Data visualization</li></ul>
<b>Teacher</b>	Please refer to the schedule