

Universidad Autónoma del Estado de Hidalgo

Escuela Superior Huejutla





Área Académica: Administración

Tema: Administración Estratégica

Profesor: R. Yahir González Pérez

Periodo: Agosto – Diciembre 2011

Keywords: Administración Estrategia Planeación





Tema: ADMINISTRACION ESTRATEGICA

The students will understand the background and the concept of strategic management, its focus and the stages belonging to it. They will understand the importance of having a strategic planning and its advantages.

Keywords: Management Strategy Planning



