

# VSB 2020: Competitive Effectiveness

Explores value creation for stakeholders and establishing competitive advantage; how goods/services are developed to meet customer/consumer needs and are distributed for consumption. Innovating, problem-solving, leading, and controlling through effective use of human capital explored. Satisfies Intro to Management/Intro to Marketing.

**Credits:** 6.0

**Prerequisites:**

VSB 1000

ECO 1001

SBI 2005

ECO 1002

VSB 1015

VSB 1005

VSB 1002

VSB 2004

VSB 1000 and (ECO 1001 or SBI 2005) and ECO 1002 and (VSB 1015 or VSB 1005 or VSB 1002) and VSB 2004 :Y

**Co-Requisites:**

**Program:** Villanova School of Business