

Strategic Management Program Overview

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1 Program Overview

BYU Strategy **MARRIOTT SCHOOL OF BUSINESS**

Summary

The Strategic Management program at BYU helps students develop the skills needed to improve organizational performance by solving complex business problems and capitalizing on new opportunities. Doing so requires both hard technical skills (e.g. coding, data analysis, financial modeling) and soft people skills (e.g. influencing others through storytelling, developing trust, and working in teams).

Because of the necessity for both hard and soft skills the Strategy program seeks to attract students with high leadership potential who practice genuine curiosity, work well with others, are analytically rigorous, and driven.

Curriculum

Strategy students engage with a challenging curriculum that teaches them how to organize and structure available information, then articulate clear, logical decisions based on it.

In doing this, students will:

- Engage in [case study based classroom discussions](#)
- Gather, analyze, and articulate insights from real world data using Excel, SQL, Python, and Tableau

- Prepare and present CEO quality slide decks containing evidence-based recommendations
- Gain proficiency with the latest AI tools
- Learn foundational economic theory and strategy frameworks to guide their thinking
- Complete a capstone project for a real company where they either:
 - Analyze a real company’s strategy and present tailored recommendations to it’s leadership
 - Build a real physical or digital product from scratch (via [Sandbox](#) or [Crocker Innovation Fellowship](#)), or complete a Product Mangement internship with a leading company.

Career outcomes

Strategy students graduate with a strong track record of placement in consulting, corporate strategy, and product management roles. The major consistently achieves **100% placement**, with the **highest average starting salary in the Marriott School (\$83,000)**.