COURSE DETAIL

STRATEGIC MANAGEMENT

Country
Korea, South

Host Institution
Yonsei University

Program(s)
Yonsei University Summer

UCEAP Course Level
Upper Division

UCEAP Subject Area(s)
Business Administration

UCEAP Course Number
132

UCEAP Course Suffix
S

UCEAP Official Title
STRATEGIC MANAGEMENT

UCEAP Transcript Title
STRATEGIC MANAGEMNT

UCEAP Quarter Units
4.50

UCEAP Semester Units

3.00

Course Description

This course takes a holistic approach in defining the critical issues facing a firm by thinking critically, strategically and creatively. In doing so, students assume the role of a CEO through individual and team assignments, and learn to identify and critically analyze complex managerial challenges and opportunities and solve business problems in novel ways. The overarching theme of strategy literature is: Why are some firms more successful than others? In doing so, this course considers the following three fundamental questions: (1) Where do firms compete?; (2) What unique values do they bring to the markets?, and (3) What determines sustainable profitability? This course discusses these questions in the context of organization, its strategy, and its external environment.

Language(s) of Instruction
English

Host Institution Course Number
IEE3293

Host Institution Course Title
STRATEGIC MANAGEMENT

Host Institution Course Details
https://summer.yonsei.ac.kr/_res/summer/etc/5.IEE3293-01_STRATEGIC_MANAGEMENT_6...

Host Institution Campus
Yonsei International Summer School

Host Institution Faculty

Host Institution Degree

Host Institution Department
Business & Economics

Course Last Reviewed
2024-2025

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